INNOVATIVE TENDENCIES OF WOMEN ENTREPRENEURS IN THE PHILIPPINES

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Micro Small and Medium Enterprises constitute more than 97% of the total number of business enterprises in the Philippines. A notable number constitutes of women entrepreneurs of which 43% in 2014 are necessity driven. Among the ASEAN 6 countries namely Indonesia, Malaysia,Philippines, Singapore, Thailand and Vietnam, Philippines exhibited the highest discontinuance rate with women even having substantially higher (11.7%) than men (7.1%). Empirical researches suggest that ambidexterity translate to growth, profitability, adaptation, survival, and long term success. This study identifies the determinants of innovative tendencies of women entrepreneurs in the Philippines. Association and regression tests were applied using the Global Entrepreneurship Monitor database from 2013 to 2015. Innovative tendencies in this study were classified into product innovation, market innovation, technology innovation and internationalization. Among the possible determinants analyzed include individual entrepreneurial profile, classification of women and environment. Findings reveal that motivation, network and type of industry significantly influence innovative tendencies of Filipino women entrepreneurs.A paradigm shift that may brought about through education, trainings and government support is necessary for women entrepreneurs to harness their innovative tendencies.

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