

CASE STUDY ON AFRICAN AMERICAN FEMALE ENTREPRENEUR: THE ROLE SOCIAL, EMOTIONAL, FINANCIAL AND PHYSIC SUPPORT

Carrie Awadzi

Assistant Professor, Delaware State University, Dover, Delaware, USA

ABSTRACT

To identify the effects of a successful African American female entrepreneur background on their desire to become an entrepreneur and identify the factors that led to her success. It is therefore essential to understand the underpinning causes that encourage female entrepreneurship among an African-American female, but also those actors that are somehow limiting and restrictive of their growth. This review discusses the impact of factors like emotional support, financial support, social support, and psychic support on African American female entrepreneur.

KEYWORDS: *African American Female Entrepreneur, Women Entrepreneurs*

Article History

Received: 17 Dec 2018 | Revised: 24 Dec 2018 | Accepted: 03 Jan 2019
