

Development of Modern Women's Entrepreneurship - "Digital Moms" in Bosnia and Herzegovina

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Abstract

Today, entrepreneurship represents a career opportunity for women of all age groups, especially for young mothers who can be with their children and work at the same time. There are more women than men living in the European Union, there are only a little more than a third of the self-employed in the European Union. Social networks represent a very economical and cost-effective way of advertising products, which provides an outlet for female entrepreneurship in the sense that today everything can be much more visible in the world than it was before. Advertising with social networks is the most common form of informing users about new products or services, this especially applies to the younger group of users. The aim of the work is to present an analysis of the role and importance of young mothers in the development of entrepreneurship in Bosnia and Herzegovina. The subject of the research is related to the success of this type of entrepreneurship in the Balkans, its survival, and growth in the future. Methodology: The hypothesis that H_0 – small entrepreneurship of young mothers has a significant impact on the development of entrepreneurship in the Balkans was tested through comparative research conducted based on questionnaires and available research on the Internet. The obtained research results indicate newly emerging trends, but it is necessary to point out that these same trends are expected. The study presents the results of research from the previous period in this area. The key conclusions from the research refer to the observation of variables that can be useful in making more effective decisions on this matter in the future. This represents the mission of female entrepreneurship, which leads to determining priorities such as professional training and improvement of women's knowledge and skills, promotion of a favorable image of women in business, and the establishment of new companies owned by women - self-employment

Keywords: entrepreneur, marketing, management, social network, mother.

Introduction

The entrepreneurial climate is growing:

- An increasing number of people start a business out of a good opportunity rather than out of necessity.
- Entrepreneurs have no shortage of ideas and imagination.

Measures:

- Promotion of entrepreneurship
- Awards and acknowledgments to entrepreneurs
- Gatherings, conferences, fairs

It is usually said about entrepreneurship that people can engage in it even without formal education, only if they have a "business thread", essentially it represents business thinking or experience gained by working in and with the family.

Marriage represents the establishment of one's own family, which sets new requirements before each member. For people who are engaged in entrepreneurship, management, and who have marketing curiosity, i.e., those who expect a lot of work and pleasure from work and the results of work in life, and less from the family, the most important thing is a successful marriage. This means that the spouses adapt to life together and to each other. Entrepreneurs, managers, and marketers are often in a situation where their vision and mission, goals and objectives, habits and way of life, interests and attitudes - all of which together make up the culture of life - are opposed to the goals, habits, interests, and lifestyle of their spouse. Often absent from the family, due to the need to spend most of their working age on business trips, many entrepreneurs, managers, and marketers fail to save their marriage and family. The optimal solution is that by dividing the roles in the family, the spouse is motivated to play the role of the pillar of the family, that is, to increase the autonomy of the woman in the home.

As stated in the 2020 publication issued by the World Bank, Bosnia and Herzegovina is in the ninetieth place out of a total of one hundred and ninety countries in terms of favorable conditions for doing business.¹

Some of the mentioned elements are the following: significant use of new technologies, primarily electronic, company registration - online, tax declaration via the Internet, obtaining building permits via online applications, real estate transactions via online applications, etc. Bosnia and Herzegovina bases the business of establishing a company on information of an informal type, which mainly consists of complicated and lengthy procedures. An internet search (key words establishing a company in Bosnia and Herzegovina) as the first result gives discouraging information from the portal, according to this information it can be concluded that the company registration process takes more than 80 days, which ranks Bosnia and Herzegovina as one of the worst countries for doing business.²

At the level of Bosnia and Herzegovina, there are several formal institutions that are perceived as help available to entrepreneurs and the activities they undertake. As stated in the 2021 report of the Foreign Trade Chamber, the following institutions are discussed here: center for entrepreneurship, chamber of commerce, ministry of economy, center for entrepreneurship related to local self-government, etc. Bosnia and Herzegovina is a country composed of two entities: Republika Srpska and the Federation of Bosnia and Herzegovina and Brčko District, some institutions are located at the level of the Federation, some at the level of BiH, and some at the level of the Republika Srpska. Therefore, it is done by chambers of commerce, which are divided into chambers of commerce of the Federation of BiH, where there are twelve registered chambers, while in the Republic of Srpska there are six registered chambers and the Chamber of Commerce of the Brčko District of BiH, where only one registered chamber operates.³

As stated in the project entitled "Innovations and digitalization of small and medium-sized enterprises in Bosnia and Herzegovina", which includes the EU4DigitalSME project, with co-financing from the European Union, the main objective of this project was to create a sufficiently good environment for the business of small and medium-sized enterprises (SMEs) to be able to implement business transformation in the field of digitalization and innovation. All of the above would lead to better access to innovations and innovative technologies, as well as the creation of a better environment for small and medium-sized enterprises compared to the competition, better supply chains, and the improvement of skills. All this would lead to a better performance especially of small and medium-sized enterprises, start-up enterprises and others, with the aim of achieving their competitiveness in terms of new business production processes, products and services using digital technology.⁴

Speaking about digital entrepreneurship, it is necessary to say that there are big changes in

¹ World Bank, Izvjestaj, 2020.

² Mujkić Alisa, ANALIZA BARIJERA RAZVOJU PREDUZETNIŠTVA U BOSNI I HERCEGOVINI, Projekat, Sarajevo, BiH, 2021. p 10.

³ Vanjskotrgovinska komora, Izvjestaj, 2021.

⁴ Projekat, Digitalno poslovanje za digitalno doba, Retrieved from <https://eu4digitalsme.ba/o-projektu/> [L.s.10.02.2025].

entrepreneurial practice, with simultaneous changes in theory as well as in digital education. Digital entrepreneurship is said to represent everything that is new and different, this primarily refers to new ways of finding new customers, new design methods as well as product and/or service offerings, new models for generating revenue or reducing costs, etc. When viewed from the practical side, digital entrepreneurship leads to the creation of new opportunities for anyone who wants to become an entrepreneur. Mostly at the beginning, the opportunities relate to the technical nature, how to take advantage of the opportunities that knowledge of digital, primarily marketing, and then entrepreneurship, allows us. These opportunities include finding new clients on the Internet, summarizing and implementing business ideas based on the data obtained.⁵

Women entrepreneurs in BiH have significantly more support than ten years ago, thanks to numerous EU funds and other organizations. However, it is still necessary for institutions in BiH to simplify the procedures for starting a business and for banks to provide more favorable credit lines for women's entrepreneurship. Women as owners, as entrepreneurs, do not use such sources to a sufficient extent directly because in many cases the conditions of calls for projects are not aimed directly at female entrepreneurs but rather marketed through organizations.

One of the EU funds through which the development of entrepreneurship is encouraged is the "EU4Business" fund. One million euros is available from that fund through grants to support entrepreneurs belonging to young people and vulnerable groups. Of that amount, 600,000 euros are available for inclusive models of entrepreneurship within the export sector, and 400,000 euros for facilitating and promoting entrepreneurship ideas as well as creating new jobs for women from remote areas, long-term unemployed persons, persons with disabilities, and ethnic minorities, especially in the tourism and agricultural production sectors.⁶

According to the British Daily Mail, the number of mothers who stay at home to raise their children has reached a 14-year low, with women increasingly giving up the role of mother and devoting themselves to careers. This means that only 1 out of 10 mothers of childbearing age stays at home, which is a radical change compared to their mothers and grandmothers. The British National Bureau of Statistics conducted a study indicating that the number of women who stay at home has never fallen faster than in the last two years. The number of fathers looking after children is also decreasing. In Britain, there are two million mothers who do not work, compared to 188,000 fathers.

The biggest obstacles and difficulties faced by today's female entrepreneurs are related to the provision of financial resources, information, markets, and education. The issue of female entrepreneurs is an important one raised before the legislation in terms of ensuring state measures to solve these problems in the right way.⁷

According to Bluchic, the vast majority of young mothers are looking for ways to improve their family's household budget, to stay at home and still take care of their children. This came to the fore after the pandemic that was in 2020, in this period doing business via the Internet represented a great advantage. Having an "Internet business" has given many mothers the opportunity to earn money using their talent and at the same time be at home and spend time with their children.⁸

Today, moms rely more on technology, primarily new technologies, than they did before. A multitude of new tools in business such as the Internet, tablets, and smartphones lead to faster and easier access to email, calendars, various activities, recipes, and other tools that make business easier.⁹

It is an obvious fact that the key role in the development of entrepreneurship is played by the development of new technologies both at the global and local level. Social networks can show the interaction between different economic participants, and at the same time can increase and efficiently

⁵ Skejo, R., DIGITALNO PODUZETNIŠTVO, Sveuciliste u Splitu, Split, Hrvatska. 2020.

⁶ Šurlan, S., Kako da žene u BiH pokrenu firmu? 2021. Retrieved from CAPITAL: <https://capital.ba/kako-da-zene-u-bih-pokrenu-firmu-zensko-preduzetnistvo/> [L.s. 10.10.2024].

⁷ Vidovic, A. Izazovi zenskog preduzetnistva. 2. Medjunarodna konferencija ICONYL 2010, Novi Pazar, Srbija. 2010.

⁸ Bluchic. Mompreneurs and Mom Bosses: Why Online Business is the Best. 2024. Retrieved 2024, from Bluchic: <https://www.bluchic.com/online-business-for-moms/> [L.s. 10.10.2024].

⁹ Moms & Digital: 20 Stats About Tech-Loving Mamas. 2013. Retrieved 2024, from Punchbowl.

collect the necessary information for your business.¹⁰

1. Literature review

Digital entrepreneurship has become one of the most dynamic areas in the modern business world, providing young people with countless opportunities to develop and realize their own ideas. The Internet has opened the door to a global market, where physical borders almost do not exist, and business success often depends on creativity, innovation and the willingness to adapt to constant change. In this new digital ecosystem, young entrepreneurs find space for growth, collaboration and innovation, using technology to transform their ideas into reality. Digital innovations in retailing are aimed at improving the consumer experience here is about physical and online sales or purchases as well as accompanying operations related to logistics, warehouse management, prices, etc.¹¹

This includes:

1. personalizing the consumer experience using data collection and data analysis,
2. improving retail services provided in stores,
3. improving online retail, and
4. better managing the supply chain.¹²

Speaking about the procedures for establishing a company at the BiH level, entrepreneurs, as always, go through certain steps related to the collection of the necessary documentation, after which the documentation is collected, it is submitted to the institutions responsible for this type of business. A company can be established in two formal forms: a limited liability company (d.o.o.) and a trade. In the specific example of this paper, we are talking about trade as a form of entrepreneurship. The Table provides an overview of the necessary documentation and the time required to establish a business.¹³

¹⁰ Chen, F. W. The influence of entrepreneurship and social networks on economic growth—from a sustainable innovation perspective. *Sustainability*, 10((7)2510). 2018.

¹¹ Jovev, J., Djetelić, K., Digitalno poduzetnistvo, Dobre price, 2024. <https://dobre-price.hr/digitalno-poduzetnistvo/> [L.s. 10.10.2024].

¹² Petković, S., Preduzetništvo i inovacije u digitalnoj eri, Ekonomski fakultet, Banja Luka. 2021.

¹³ Mujkić, A., ANALIZA BARIJERA RAZVOJU PREDUZETNIŠTVA U BOSNI I HERCEGOVINI, Projekat, Sarajevo, BiH, 2021. p 13.

<i>Serial N.</i>	<i>Activity</i>	<i>Institution</i>	<i>Cost</i>	<i>Time</i>	<i>Explanation</i>
1.	Submitting a registration application	Competent Municipality	Up to 100 KM*	About one day	A written request is submitted.
2.	Wanted documentation	Competent municipality	Up to 90 KM	Within on day	In the documentation that need to submit are included certificate of citizenship, copy identity cards, medical certificate, conviction of impunity, work and health card.
3.	Getting solutions about registration	Competent municipality		Up to 7 days	The decision will be made by the municipality.
4.	Stamp production	Printing house	30-50 KM	Within one day	A copy of the registration decision and the company's address must be attached to the request (if the space is rented, it is necessary to sign a lease agreement and have it certified. If it is your own space, it is necessary to obtain a land registry extract).
5.	Obtaining ID number I classification activities	Taxation administration and Institute for statistics	Up to 30 KM	Up to 3 days	The form, decision on registration and a copy of the identity card are attached.
6.	Business account	Selected bank	Free depends on bank,	Usually within one days	It is necessary to attach to the bank documents according to the request. These are: certified copies of the registration decision, documents from the Bureau of Statistics, personal identification number, documents from CIPS and statements about the absence of prohibited accounts.
7.	Registration of work relationship	Competent Tax outpost	Free	Within one days	It is necessary to attach the completed form JS 3100 form. In case yes, it is a supplementary activity, the business owner does not have this obligation.
8.	Initial fiscalization	Authorized agency	Up to 700 KM	depends on agency	A contract is signed with the agency for tax fees, fill out the form on the website of the tax administration. He fills out the form owner's trade, agency and tax administration.
9.	VAT registration system	Administration for indirectly taxation	Up to 20 KM	until 15 days	This step is optional for business owners, but it is possible make a voluntary application to system. If annual turnover exceeds 50,000 KM, this step is mandatory.

- 100 KM = 50 Eura

Table 1. necessary documentation and information

The digital world allows women to balance their private and professional responsibilities, while also providing opportunities to build careers independent of traditional societal constraints. Women are increasingly involved in various aspects of digital business, whether it is running e-commerce, providing consulting services, or managing blogs and social media. In this context, female entrepreneurship is not only growing, but also creating new forms of business that often combine passion, creativity and technological skills.¹⁴

When we talk about advertising, in essence, our understanding of advertising largely depends on our personality, that is, someone's social position and what it is that interests us. When we live in an economically advanced society, the environment around us is full of marketing information. Advertising offers a wide and dynamic environment, from which one can choose and personally adjust the overview of brands that interest us but also reflect the social position.¹⁵

Advertising is a part of the marketing plan that requires a lot of money and it is necessary to know that the money will be spent so that it will give the best results. Advertisement is the one that conveys the reason "why one should buy a product". The media today have a very great importance and influence on the environment, they could contribute more to society, e.g. encourage new changes and raise awareness of certain topics that are currently neglected.¹⁶

As social media has developed, so has the way we understand our relationships, including motherhood, which is the subject of this paper. The new business role of mothers has been significantly influenced by the availability of communities such as: forums, blogs and sites: Twitter, Facebook, Instagram, TikTok, as well as internet resources that talk about the mother's experience and work as an entrepreneur. These resources that speak to the experiences of mothers have grown exponentially, giving mothers access to business partners and knowledge that was previously unavailable to them.¹⁷

Entrepreneurship has many benefits, but female entrepreneurs face less than ideal opportunities when it comes to maternity leave. As a business owner, you are probably used to making many difficult decisions, but deciding how to structure maternity leave as an entrepreneur is a unique challenge, especially if you don't already have a team to help keep things running while you're on leave.¹⁸

Electronic commerce, as a new and completely different technology, will remain in the future. Thanks to the internet and web technology, trade around the world has moved to electronic trade. Electronic commerce refers to business communication, the way in which goods and services can be sent with the help of the network and computers, and also in this way money can be transferred or paid in money with the use of such digital technologies. Internet commerce is considered the most profitable form of trade due to very low costs and simplicity. (Vidovic, E-commerce Management - Exploring User Preferences in Bosnia and Herzegovina, 2024)¹⁹

Customers have gained a lot of power with the advent of the internet, as it has largely influenced customer behavior. The influence of the internet will be greater day by day due to increasing worldwide availability. The goal of companies in electronic business is the profitable satisfaction of consumer needs, which is the same goal as in traditional marketing channels. To achieve this, market participants need to familiarize themselves with customer behavior. Customer behavior in the electronic environment explores the motives, selection process, and preferences of customers/consumers who buy products online and use other online services.

The growth of electronic commerce has led to a significant increase in competition in that field, making

¹⁴ Jovev, J., Djetelić, K., Digitalno poduzetnistvo, Dobre price, 2024. <https://dobre-price.hr/digitalno-poduzetnistvo/> [L.s. 10.10.2024].

¹⁵ Vidovic, A., MANAGEMENT AND INFLUENCE OF MEDIA IN CRISIS SITUATIONS OF ENTERPRISES. Acta Academiae Beregsasiensis. Economics, 5. 2024.

¹⁶ Traut, D., Marketing ekspert. Novi Sad: Asee books, Adižes books. 2006.

¹⁷ Basden, A., L., & Martin, B. (n.d.). Making the Village Online: Mothers, Motherhood, and Social Media, Demeter Press, Demeter Press. Retrieved from <https://www.jstor.org/stable/j.ctt1rrd9jq> [L.s. 10.10.2024].

¹⁸ Bluchic. Mompreneurs and Mom Bosses: Why Online Business is the Best. 2024. <https://www.bluchic.com/online-business-for-moms/> [L.s. 10.10.2024].

¹⁹ Vidovic, A., E-commerce Management - Exploring User Preferences in Bosnia and Hercegovina. Journal of Informational Technology and Applications (JITA), 14(1). 2024.

it essential to discover how to attract and retain customers. Companies that have focused their business on the electronic environment must understand the goals and needs of their customers to present them with an offer that satisfies their requirements. When entering the internet, customers access company websites with specific goals, usually more or less present on that website. When a customer enters a page, they usually want to collect information to learn about specific products or services. It is vital for companies to understand the goals of online customers to create an e-business model that is attractive to consumers. If the website does not provide conditions for customers to fulfill their goals, it causes dissatisfaction, leading them to more useful sites.²⁰

According to research conducted in 2010, women were underrepresented in the sector of information and communication technologies. According to this research, only 27.8 percent of computer and information systems managers are women, while only 9.6 percent of computer hardware engineers are women. The research also states that only 5.8 percent of senior academic positions in engineering and technology fields are women.²¹

Today, women are the most powerful driver of global economic growth. In the last ten years, almost everywhere in the world, more women are employed, while the percentage of employed men has declined. The increase in women's employment is the result of significant changes in job characteristics and types.

According to the Consumer Barometer from 2017, about 70% of digital "moms" create content on the net at least once a month. This represents a new generation of mothers who are well connected and informed through social networks. They use the internet to buy everything necessary for their families, making these moms excellent brand ambassadors. According to the research, 1 in 10 moms prefers digital shopping. They have discovered online shopping as a convenient and relaxed way to get everything the family needs despite their busy schedule. Instead of dragging children and bags around the shops, 35% of online moms who have babies simply buy clothes and shoes online. This is considerably less stressful and enables them to spend more time with their children or have some quiet time for themselves. Among online mothers, more than 1 in 10 used their smartphone. Among mothers with babies up to one year old, it was 23%.

During the "era" of the COVID pandemic and post-pandemic, the situation drastically improved for internet business. Communication and interaction, both in general and about brands, are at the heart of online mothers. More than 40% of online moms comment or like someone's post on a social network every day, and 1 out of 4 updates their status.²²

Globally, digital commerce is growing by around 58 percent annually, as shown by the Q1 2021 Purchasing Index report released by Salesforce. Traffic jumped 27 percent, and shoppers spent nearly a third more money shopping online. Purchases via computer increased by 28 percent and via mobile devices by 29 percent.²³

2. Research methodology

The aim of this paper is to determine the state of small female entrepreneurship with an emphasis on young mothers in the context of internet business in Bosnia and Herzegovina. The methods used in writing the paper include descriptive, comparative, and theoretical analysis. Cause-and-effect relationships were identified using the descriptive method between social networks and young mothers. Comparative analysis in this paper represents the comparison and collection of necessary data, on the basis of which the necessary data for writing the paper were obtained. The formation of the final opinion and the theoretical basis of the research was influenced by the theoretical analysis.

²⁰ Trninic, N., Unapređenje prodaje i odnosi sa kupcima. Banja Luka: Panevropski univerzitet Apeiron. 2017.

²¹ Vidovic, A., Izazovi zenskog preduzetnistva. 2. Medjunarodna konferencija ICONYL 2010. Novi Pazar, Srbija. 2010.

²² Moms & Digital: 20 Stats About Tech-Loving Mamas. 2013. Retrieved 2024, from Punchbowl.

²³ Globalna online trgovina porasla za 58 posto. 2021. In store. Retrieved from <https://instore.ba/online-trgovine-porasla-za-58-posto/> [L.s. 10.10.2024].

The method used in the research refers to the comparative analysis of studies dealing with these issues in Bosnia and Herzegovina. The research was conducted with the aim of understanding the perception and satisfaction of the so-called "digital mothers" with this type of business, which basically represents a cause and effect relationship in relation to the management of the sale of this type of service.

The study used a survey method, in terms of the research method a questionnaire was used to assess the attitudes of the respondents, i.e. satisfaction of young mothers.

The questionnaire was designed so that the survey questions were structured and closed. The technique used - it is a method of anonymous survey, i.e. filling out the questionnaire. Survey research was done through social networks and on the spot; all respondents voluntarily agreed to be surveyed. The results obtained at the end were analyzed using the statistical program SPSS 22. The research was conducted from 01.08.2024 to 30.10.2024, with 136 respondents from Bosnia and Herzegovina aged 18 to 30 (70.588% women and 14.706% men). Out of the total number of respondents, 88 were young entrepreneurial mothers who use social networks as an additional source of income. The survey was conducted via Survey Monkey. The questionnaire was created and distributed via DM (direct message), involving both acquaintances and unknown respondents through Facebook and Instagram profiles and anonymous surveys in the field.

A null hypothesis was put forward: H0 - Micro business of young mothers on social networks affects the behavior and perception of consumer behavior and their final decision making about shopping.

To achieve the research goal, the author goes beyond basic socio-economic issues and asks a number of open and closed questions. These questions address whether women owners of small businesses have their own websites or blogs, use one social network or a combination of social networks in their work, and whether a post/advertisement promoting a new type of product/service on social networks affects the consumer's desire to buy the offered product.

3. Research results and discussions

The results presented in this paper are based on data obtained from analyzing relevant research documents from this area and an overview of the situation in the last 5 years, as well as the results of the conducted research. Empirical data were obtained based on research from the observed period, and results were analyzed using the statistical program StatPlus. The author presented the results theoretically, tabularly, and graphically.

The variables in this study are on non-parametric scales and therefore require transformation into higher-order scales. In this case, it was necessary to apply analysis of variance (ANOVA) for testing the hypothesis and to use the Chi-Square test for the statistical significance of the difference in distribution frequency of attitudes.

A total of 136 respondents participated in the research. Observing the socio-demographic structure of the sample, it can be stated that 96 of the respondents were female (70.588%), compared to 20 male respondents (14.706%). According to the degree of education, most of the respondents have completed high school (66.176%). There were 80 (58.824%) entrepreneurs in the research, while there were 56 (41.176%) consumers.

The following chart shows.

Variable	Category	%
Gender	Male	20
	Female	116
Age structure	-20	25
	21-25	83
	26-30	28
Education	High school education	90
	Higher or high qualification	42
	No elementary school	4
Entrepreneur	Female	80
Customer	Female/Male	56

Table 2. Authors calculation

The results showed that 20.24% of female entrepreneurs have their own website, and 38.972% of users are generally satisfied with the service provided. Looking at the results about age, it is visible that customers are equally satisfied with this type of purchase, with 41.556% expressing satisfaction. In terms of gender structure, the male population (25.899%) shows more caution towards this type of purchase compared to the female population (39.007%).

A statistical presentation of the results obtained based on the response to the null hypothesis is presented in table number 3. A graphic display of the results obtained by asking questions related to consumer attitudes—whether a post/advertisement promoting a new type of product/service on social media networks or the internet affects the consumer's desire to buy the offered product—is displayed in graph no. 1.

Result Details				
<i>Source</i>		<i>SS</i>	<i>Df</i>	<i>MS</i>
<i>Between-treatments</i>		314	2	157
<i>Within-treatments</i>		2166	6	361
<i>Total</i>		2480	8	310
		<i>Group 1</i>	<i>Group 2</i>	<i>Group 3</i>
<i>Skewness:</i>	1.732051,	1.663353	0.722109	
<i>Kurtosis:</i>	NaN	NaN	NaN	
<i>Mean</i>	8.33333	21.33333	9.33333	
<i>Std. Dev.</i>	0.57735	31.89566	8.0829	
<i>F statistic</i>	0.4349			
<i>p- value</i>	0.6662			

Table 3. Result details

p_value speaks about accepting or not accepting the hypothesis, given that in this case the p-value > α , therefore the hypothesis H_0 is accepted. It is assumed that the average value of all groups is equal,

i.e. it can be said that the difference between the average of the sample in all observed groups is not large, i.e. is not large enough to be statistically significant, therefore the P-value is 0.666224, [$p(x \leq F) = 0.333776$]. Which means that the higher our p-value is, the more the hypothesis H_0 is "accepted", i.e. the higher the probability of accepting the hypothesis.

When talking about the test statistic in this case F is equal to 0.434903, which is in the 95% acceptance area: [0: 5.1433].

And finally, the Tukey Kramer test showed that there is no statistically significant difference between the mean values of any observed pair.

Conclusion

It can be concluded that the successful promotion of female entrepreneurship in the Balkans can be achieved through the following activities:

- Organizing and sharing the experiences of successful female and novice entrepreneurs by introducing mentoring, with the help of public presentations given by already successful female entrepreneurs.
- Creating plans and programs to encourage female entrepreneurship (with the help of organizing training and education).
- Providing female entrepreneurs with free or consulting services from foreign or domestic consultants.
- Enabling women to participate more in economic decision-making processes.

This represents the mission of female entrepreneurship, which leads to determining priorities such as professional training and improvement of women's knowledge and skills, promotion of a favorable image of women in business, and the establishment of new companies owned by women - self-employment. Successful companies set customer satisfaction as a key business goal. Companies usually start from the fact that customers buy from those providers who offer the best value. Customers remain faithful and loyal partners and spread positive publicity about the company when they are satisfied with products and services. To establish contacts with the right customers at the right time and in the right way, sales use various instruments, methods, and means.

Based on the proposed hypothesis, H_0 : Micro business of young mothers on social networks affects the behavior and perception of consumer behavior and their final purchase decision. It is concluded that the hypothesis is accepted and that there are a whole series of other factors that greatly influence it.

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