

# Entrepreneurial Mindset of Successful Women from Recycling Waste

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**Submission date:** 14-Sep-2022 03:44PM (UTC+0700)

**Submission ID:** 1899521499

**File name:** U\_NUZUL\_scopus\_-\_Entrepreneurial\_Mindset\_of\_Successful\_Women.pdf (400.26K)

**Word count:** 4769

**Character count:** 26607

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# Entrepreneurial Mindset of Successful Women from Recycling Waste

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**Abstract**

Business success in the new economy is a function of relevant skills and the mindset of an entrepreneur. In running a business, everyone has their perspective in achieving success. The study aims to determine how the mentality of women who have been successful in entrepreneurship from waste recycling and factors that drive success. The study adopts a qualitative research method with a phenomenological approach (Moustakas, 1994), using in-depth interviews, which lasted about 45 minutes to an hour, and direct observation using a semi-structured questionnaire. Sampling using purposive sampling technique with the researcher's criteria in selecting the sample (Sugiyono, 2014). The sample is two successful women entrepreneurs in the field of waste recycling who live in DKI Jakarta. The interviews last about 45 minutes to an hour, recorded using a smartphone. From the interview results, the data are analyzed involving several core processes, namely: epoche, phenomenological reduction, imagination, variation, and synthesis of meaning and essence. The validity test uses the credibility and transferability test (member checking) (Moustakas, 1994). The study finds that, in general, the entrepreneurial mindset possessed by women recycling waste entrepreneurs is grouped into five, namely: environmental care, learning, spirituality, creativity, and innovation and development. The mindset serves as the right guide and strategy for success.

**1**  
**Keywords**

Entrepreneurial Mindset, Entrepreneurial Behavior, Success, Waste Recycling

**To cite this article:** Latukismo, T, H.; Usman, I.; Yulianti, P.; Fatimah, N.; Ilham.; Setiawan, H, C, B.; and Putra, R, S. (2021) Entrepreneurial Mindset of Successful Women from Recycling Waste. *Review of International Geographical Education (RIGEO)*, 11(3), 627-635. *Doi:* 10.48047/rigeo.11.3.66

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**Submitted:** 05.02.2021 • **Revised:** 10.02.2021 • **Accepted:** 15.03.2021

## Introduction

The bad condition of the world economy has rocked all corners of the country. It pushes women to make money by trading and becoming entrepreneurs. Women begin to play a role in helping others to improve the family economy. The role of women in the digital era, or industry 4.0, is enormous. The rapid growth of women entrepreneurs has been proven in the last three years; the e-commerce business has experienced a boom through various start-ups. Nita Yudi, Chairperson of the Indonesian Women Entrepreneurs Association (IWAPI), says that the number of women entrepreneurs reached 60 percent of Indonesia's 49.9 million entrepreneurs in 2017. Each year, it has grown 20 percent to date and has raised the number of male entrepreneurs. The indicator shows that more and more women are becoming entrepreneurs up to the sub-district level even though they are still micro. They are young entrepreneurs, or millennials, many of whom have grown from the presence of start-ups.

They do business from home. They are opening up, starting from small companies, even from just one product, gradually growing with a large market share. Many studies reveal that all entrepreneurs have different perceptions of success, which means a lot to them. They can consider themselves successful, although, looking outward and measuring by financial measures, their business has achieved different success levels (Simpson et al., 2004). Many types of research on entrepreneurship state that business success is influenced by how sharp a person is in understanding and analyzing her changes (Gupta & Govindarajan, 2002). The most important thing in shaping and sharpening sharpness is to build an entrepreneurial mindset, which is a concept in psychology that emphasizes a person's understanding in understanding their environment and adapting, interacting in an integrated manner, being open to new environmental changes (Story & Barbuto Jr, 2011).

The changes that are felt in the entrepreneurial business environment have influenced entrepreneurs to seek new opportunities (Stewart Jr et al., 2008). Other studies have called for the interaction between the external and internal environment and their influence on how entrepreneurs develop adaptable strategies to survive and win the competition to achieve success, based on a promising construction mindset in this regard. Mindsets can be described as soft strategies that develop and change, along with individual interaction strategies and experiences with their environment (Gollwitzer, 1990). From the description of the phenomenon above, the article's purpose is to determine how the mindset of women who have been successful in entrepreneurship and the factors that drive their success.

## Study Literature

### Women's Entrepreneurial Activities

Entrepreneurship refers to attitudes that can reflect motivation to identify and create new value or added value from what is owned for economic success (Ajzen, 1991). Entrepreneurs are individuals who establish and manage businesses and place profit and business growth as their primary goals. Entrepreneurship is often seen as an excellent solution to avoid frustration in women, dissatisfaction, and employment discrimination while looking for opportunities to advance (Heilman & Chen, 2003). On many occasions, women prefer flexibility in work balance and household management (Heilman & Chen, 2003). Women entrepreneurs are those who provide an essential foundation for economic growth. They can create new jobs for themselves and others by providing different solutions to problems and constraints of management, organization, and business as the exploitation of business opportunities (Ramadani, et al., 2013).

### Entrepreneurial Success

Perceptions of the definition of success give rise to various opinions. In its simplest sense, business success can be defined as the ability to stay in business. A study of small business owners in the Netherlands views personal values as the driving force behind selecting business owners' success criteria (Gorgievski-Duijvesteijn, et al., 2011). According to the study, business growth, profitability, and innovation are guided by a self-improvement value orientation (strength and achievement). Meanwhile, more complete success criteria, such as having satisfied stakeholders and an excellent work-life balance, are guided by the exposure of self-transcendent values (virtue and universalism). Understanding personal values as the driving force behind a business owner's

successful choice is an essential criterion because it has inherent importance in the health, well-being, and financial success of the business owner (Gorgievski-Duijvesteijn et al., 2011).

### Entrepreneurial Mindset

An entrepreneurial mindset is a frame of mind for someone oriented towards an entrepreneurial mindset of creativity, innovation, and opportunities that lead to successful organizational wealth. It allows entrepreneurs to make realistic decisions in the face of uncertainty (Story & Barbuto Jr, 2011). The mindset is a person's intention or desire, manifested in entrepreneurial activities, and undergoing the activities. In implementing entrepreneurial activities, external elements influence an entrepreneur in bringing up internal factors in an entrepreneurial mindset. The factors are (1) interdependence, (2) spiritual, (3) differentiation (4) learning. Then, the aspects are manifested in behavior and act as the right strategy to achieve success. (Alam et al., 2011)

### Entrepreneurial Behavior

Entrepreneurial behavior is based on a set of values (beliefs) and specific needs that provide intrinsic motivation and self-determination to engage in entrepreneurial behavior (Kirkley, 2016). Entrepreneurial action consists of aspects of entrepreneurial behavior such as proactive, competitive, innovative, risk-taking, and independent (Neneh, 2012). Of the five variables that are considered manifestations of entrepreneurial behavior, the first three groups of variables are related to the action following the three dimensions of entrepreneurial orientation: risky, proactive, and innovative. The fourth group is concerned about forming a new organization, a new subsidiary, or an additional independent company. The fifth group is growth (Lumpkin & Dess, 2001).

## Research Methods

### Research Approach

The study adopts a qualitative research method with a phenomenological approach (Moustakas, 1994). The technique will help obtain information about the phenomenon under investigation, the insights behind the informant's experience, and the informant's way of achieving success. It influences the formation of values that drive starting a business and defines success on their terms. Researchers have conducted in-depth interviews and direct observation using a semi-structured questionnaire.

### Samples and Procedures

The study used a purposive sampling technique approach, a sampling technique that is quite often used. The method uses the criteria that the researchers have chosen in selecting the sample (Sugiyono, 2014). The sample is two successful women entrepreneurs in the waste recycling sector who live in DKI Jakarta. The success criteria for women entrepreneurs include: (1) having a growing number of employees, (2) having other business fields, (3) having work or production contracts with industry or other parties, (4) being recognized by the public, and (5) making innovations products or businesses so that the number of products increases and develops, (6) achieving an award in the field, such as getting an award as the most successful female entrepreneur, as a woman entrepreneur who cares about the environment, as a creative and innovative woman entrepreneur, and others.

### Data collection and analysis

Data collection is carried out using semi-structured in-depth interviews with previously developed questions. Narrative questions allow informants to tell their stories from childhood to the start of the business, describe socialization experiences, lifelong learning experiences, reasons for starting the company, and how they define success in their terms. The interviews last about 45 minutes to an hour, which is recorded using a smartphone. The results of the interview data are analyzed by involving several core processes, namely: epoche, phenomenological reduction, imagination, variation, and synthesis of meaning and essence. Lastly, the validity test is carried out using the credibility and transferability test (member checking) (Moustakas, 1994).

## Discussion

### Reasons for Doing Business from Waste Recycling

The source of inspiration for building a business can come from anywhere. Researchers have identified many reasons why entrepreneurs start businesses. An entrepreneur in starting his business has two categories of motivation as a strategy, namely attractive motivation and encouraging motivation (Schjoedt & Shaver, 2007). The driving factor is the necessity, such as insufficient family income, job dissatisfaction, difficulty finding work, and the need to work to have flexible time due to family responsibilities. The factors of interest relate to independence, the fulfillment of personal needs, entrepreneurial drive, desire for wealth, and social status. In general, women who enter into an unusual business world, in this case, waste for recycling, have a conscientious desire and appeal because they care about environmental conditions where people don't care about waste. Garbage makes everyone always feel disgusted because it is dirty and smelly. But the successful women entrepreneurs surround garbage and turn it into a successful business. The business done by women entrepreneurs starts from desire, which is then manifested in business activities. A very influential factor in shaping women's entrepreneurship is a mindset implemented in actions that act as the right strategy to achieve business success. The aspects consist of four dimensions: (1) environmental care, (2) inclination, (3) spiritualism, (3) creativity and innovation, and (4) development.

### Concern for the environment

Many successful women entrepreneurs have achieved their current position with interest in one area, and many other entrepreneurs have started their businesses precisely because of the pressure of life conditions (Neneh, 2012). Looking back at the start of growing my business. Initially, the desire to explore waste management is due to the worsening environmental conditions. Most of the indigenous people littering. People tend to be indifferent to trash. If you find garbage, you dump it carelessly. If you find a river, it is dumped in the river. I know the Indonesian style, processing the waste is still sloppy and arguably low. Even though they know, it seems that we all know that the accumulated garbage causes various problems, from the hotbed of disease to the annual floods that often-hit big cities.

From the interviews with informants 1 and 2, it can be concluded that they start doing waste recycling because they are concerned about the deteriorating environmental conditions. People's habits in disposing and processing waste are still very low in Indonesia. It is based on their observations about the people who do not care about the fact that garbage piles up at the Bantar Gebang Final Disposal Site. They are trying to find ways to invite people to contribute so as not to throw garbage there. Finally, the wish is fulfilled by creating a waste recycling business.

### Learning

The study supports our claim that an entrepreneurial mindset is more closely related to previous work experience or business experience than personality traits. The most exciting part is the fact that failure is the most critical learning process. It is a factor that explains most of the variants of entrepreneurial intentions to increase entrepreneurship, triggering the role of creative and innovative thinking in finding solutions and strategies from failures that have been experienced so that they are not repeated in the future. (Zhao, Seibert, & Lumpkin, 2010). As stated by the informant: The first year I lost. Because at the beginning of building the company, I felt the government could help the program. I offered this program to the government, but nothing worked. Finally, I offered waste management to hotels and malls. There have also been several times managing commercial areas, but they are not paid for. But I don't mind. Because by processing their garbage, we have already profit from the sale of waste management.

Because I used to be in the field of food and beverage education, so I went into the culinary business when I opened several food and beverage franchises. At first, there was a rapid rise in sales. But when I was pulled to work at the hotel, I slowly receded in the effort. Understand it's a lack of control. Finally, just focus on work at the hotel. If there is even a recycling business that fits, and there was a lot. But the one that hit me the most was, right at the beginning, after I got the rent in the land in recycled materials. It was ready, and there was even a lot of it. Even when it

was processed, it didn't, but it didn't smell like it. Until it was complained by the surrounding community, finally getting information about the process and techniques of waste management, taking a course at Agency for Assessment and Application of Technology through a course event titled Zero Waste. Here I have a fantastic experience, not just technical but even more inside.

Based on interviews with informants 1 and 2, learning is a process. Women entrepreneurs perceive business constraints and experiences of failure as learning processes that help them adapt and bounce back. Learning is not only gained through business constraints and failure experiences but also from success. Successful ventures are a motivation for women entrepreneurs. Behaviors that lead to success tend to be a repetitive strategy in the business process. Learning the typical mindset of women entrepreneurs can be seen from the informants where failure is learning. Learning is expensive.

### **Creative and Innovative**

For entrepreneurs, innovation and creativity need to be owned and developed for the development and success of a business. The two are often considered nearly identical. Innovation and creativity are at the core of entrepreneurship. Business innovation can apply creative solutions to problems and see opportunities to improve or improve business performance. Creativity can be seen as developing new ideas and finding new ways of looking at issues and opportunities.

Well, start experimenting with some formulas (chemicals), then place them in several used barrels or buckets. I learned all the knowledge about making fertilizer from the internet. Over time some neighbors knew about my experiment and found out what it was then. I told all about the experiment to the neighbors. And they are curious as to why this fertilizer doesn't smell at all?

The other is like this because we are wrestling with plastic waste. Naturally, we have to have a machine for plastic grinding. Now, our machine breaks down, and the automatic grinding process stops several days while looking for a replacement. We are working with the Agency for Assessment and Application of Technology to make a milling machine by imitating a device that has been damaged, right, the ATM principle (Observe the copy modification). Thank God.

Well, start experimenting with some formulas (chemicals), then place them in several used barrels or buckets. I learned all the knowledge about making fertilizer from the internet. Over time some neighbors knew about my experiment and found out what it was then. I told all about the experiment to the neighbors. And they are curious as to why this fertilizer doesn't smell at all?

Then the other processed waste is from used sanitary pads. The trick, the used hygienic napkins are burned, then the smoke's heat is used for processing plastic into plastic ore, then the ashes are sold again to make bricks. All types of waste have results and are guaranteed marketing.

A large amount of organic waste left over is from the hotel food and restaurant. If it isn't fast, it will become smelly and rotten because it is rotten. Unfortunately, right, finally, I make catfish feed pellets with the pond next to the place while learning a new business in catfish farming and try plant California papaya. Make use of the remaining organic fertilizer. Those who are still very nervous are learning how to make fish pellets from leftovers. I have heard that in West Sumatra, there are people who get awards for successfully processing market waste into fish food ingredients. I'm looking for information.

The ability produced by creativity is the ability to create something new in its existence. It is an original and unusual formation of new ideas. Creative people's mindset is to think outside the box, have an open mind, and be free to approach in new ways. Meanwhile, innovation is implementing creativity into a unique combination that can produce. The meaning of new here does not always mean original, but renewal, which also means improvement. Innovation does not always have to be new goods or services, but rather improvement or development of existing goods or services. It is like what the informants did, namely by experimenting with making odorless compost using used diapers as raw material and making plastic grinders with the ATM principle where the results are more optimal than the original.

## Spiritualism

In connection with the mindset of spiritualism, entrepreneurship gives the meaning of business as worship. The two primary keys of running a company with the intention of prayer are patience and sincerity, and submission; all the efforts that have been made are accompanied by sincere prayers and obedience to the Almighty. All decisions are humble and are all made because of a statement of devotion to the Almighty. The spiritual side has a direct and indirect influence on the behavior of an entrepreneur. As a businessman, the informant firmly believes that fortune comes from God and will never be burdened by other people's assets. As stated by the informant: yeah. While diving to drink water, I'm still not just a business. A lot of donations for environmental sustainability, even if it's counted many times. Yes, my gratitude, the same who gave all this to me. If I just admit it, I am sure. All of that has been prepared anyway. We just go ahead.

There used to be an Islamic boarding school whose income was from re-watering. The business was stagnant. In short, I donated several machines so that the company could be run with the same business as palette seeds. Eeuh, until the business finally went ahead, I bought the plastic pellets instead of the unexpected. Yes, that's how we help facilitate a lot of people; all our affairs are facilitated. Yes, right. Yes, in my opinion, they will become competitors or competitors. Very nice. It means I have the challenge to compete. It isn't, right. The machine is guided, and the production is the same. I think if the income/turnover is the same as the income. The business can be the same, but the income cannot be replicated.

Many start to realize the importance of spiritual values to accompany business activities. More and more entrepreneurs are relying on the spiritual aspect of their activities. As stated by an informant in the interview, money is no longer seen as an end goal. Money is nothing but a means to achieve the mission and lofty ideals as gratitude for the blessings that have been given by Him. The concept of work is worship as a realization of a spiritual mindset in business harmony. The good news is that many people have started creating business schemes based on their concern for an issue, namely environmental sustainability. A spirituality mindset is proven to be effective and able to lead someone to the ladder of success.

## Development

An entrepreneur must be thinking about how his business can develop. However, how an entrepreneur of waste recycling takes steps to build her business differentiates her from the others. The study finds that the informants developed their business to see opportunities from the remaining unprocessed waste to become a new business source. Business development is carried out by cooperating with other parties as stated by the informant: in the beginning, it was made from garbage processed into compost. Then plastic garbage piles were then produced from plastic waste into plastic pellets, equivalent to gasoline, diesel, and kerosene. The oil is sold to the industry with a production of 10 tons per month. Waste bank management based on social enterprise, how to foster garbage bank groups. Given capital, they can installments without interest and sell the selection of waste to the company. That's it. My company's mission is to create new jobs paid in cash from the sale of their garbage selection. Well, from the other trash is used sanitary pads. The trick, the used sanitary napkins are burned, then the smoke's heat is used for processing plastic into plastic ore, then the ashes are sold again to make bricks. All types of waste have results and guaranteed marketing. Aside from plastic waste, there are lots of organic waste from restaurants and hotels. Oh, the garbage initially made me dizzy. Imagine that the trash is fast, the smell is terrible. Finally, the catfish feed pellets are made because there are many of them, and every day they come, rubbish. Yes, I was forced to buy a machine for catfish pellets. Eeee, now the catfish farmers around Bogor Depok even order a lot, sometimes until they run out of stock. That has been running plant chili and papaya California in the area of sleeping land in Ciseeng Bogor. Initially, try to take advantage of the processed organic residue. Crazy, especially when the price of chili reaches 17 thousand at that time. Yeah, empowering the surrounding community who manages while working together with the Bogor agricultural people.

The steps are taken by informants in business development start with a business idea. An entrepreneur's business ideas can come from various sources, including ideas that arise due to a

strong sense of business from the informants. Informants tend to develop businesses that are still around the neighborhood in the agricultural sector. The examples are cultivating organic rice, planting chilies and papayas on land by utilizing organic fertilizer residues, processing plastic waste into oil equivalent to gasoline kerosene, and utilizing hotel and restaurant waste into catfish pellets. A person's behavior is influenced by the surrounding environment, which is an unexpected situation and event that triggers someone's interest to bring up an overview of the available opportunities.

## Conclusions

Along with today's society's lifestyle and needs, entrepreneurship has developed into a different career choice among women, especially in Indonesia. Women have a dual role. Apart from being responsible for their families, husbands, and children, women also act as alternative economic growth engines because they can create business opportunities and employment opportunities for themselves and others (Ramadani et al., 2013). An entrepreneurial mindset holds an essential key in running a business. Kor (2001) define an entrepreneurial mindset as someone entrepreneurial's mindset, who prefers to live through uncertainty rather than avoid it. She sees things more positively than others who see them complicated and is willing to learn something from taking the risk. But in running a business, everyone has their mindset. The study finds that, in general, the entrepreneurial mindset or mindset possessed by women recycling waste entrepreneurs is grouped into five, namely: environmental care, learning, spirituality, creativity, and innovation and development. The mindset serves as the right guide and strategy for success.

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