Sectorial Study of Jordanian small business handicrafts: Factors influencing management and gender of the owner

This research is fulfilled gaps that emerged from its literature and capabilities and it is the first empirical study that investigated the factors influencing management and gender of the handicrafts owners. The findings of this study showed that although the Jordanian women managers had positive attitudes towards factors influencing management and gender of the owner, the extent of their involvement in handicrafts was higher today than a decade ago.

The results also showed that the respondents disagreed considerably on some statements. For example, 66.2 percent of the respondents disagreed that “All materials and equipment used in handicraft industry is locally available in Jordan”. Nearly 64 percent of the respondents also disagreed with the statement that “Materials and equipment are easily obtained”. Further, 63.6 percent of the respondents disagreed that need of specialized agencies to inform artisans of tourists, needs.