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**The Role of social media in changing the perception of
women entrepreneurship in Algeria**

Case study: Pillar program BleuBee agency

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ABSTRACT

This research study examines the empowering role of social media in the context of women entrepreneurs in Algeria. The study investigates the transformative effects of social media on challenging cultural barriers, promoting positive attitudes towards online business, and fostering a supportive community. Through qualitative analysis of interviews and thematic exploration, the research reveals how social media platforms have become instrumental in connecting women entrepreneurs, inspiring change, and driving individual and collective empowerment. The findings highlight the increasing comfort and confidence among women entrepreneurs in using social media to show their work and achievements, inspiring others and contributing to the growth of craft businesses. Moreover, the study identifies the significant shift in societal perspectives over the past decade, where women have embraced social media as a platform for establishing successful online businesses and leaving their unique mark on the entrepreneurial landscape. The research concludes by emphasizing the on-going importance of social media in empowering women entrepreneurs, urging continued support and utilization of these platforms to foster an inclusive and vibrant entrepreneurial ecosystem in Algeria.

Key words: women entrepreneurs, social media, cultural barriers, empowerment, entrepreneurial ecosystem.

Résumé

Cette étude de Cette recherche des réseaux sociaux dans l'autonomisation des femmes entrepreneurs en Algérie examine le rôle d'émancipation des réseaux sociaux dans le contexte des femmes entrepreneures en Algérie. Elle explore les effets transformateurs des médias sociaux sur la remise en question des barrières culturelles, la promotion d'attitudes positives envers les entreprises en ligne et la création d'une communauté solidaire. À travers une analyse qualitative d'entretiens et une exploration thématique, la recherche révèle comment les plateformes de réseaux sociaux sont devenues essentielles pour connecter les femmes entrepreneures, inspirer le changement et favoriser l'autonomisation individuelle et collective. Les résultats mettent en évidence la confiance croissante des femmes entrepreneures à utiliser les médias sociaux pour présenter leur travail et leurs réalisations, inspirant ainsi les autres et contribuant à la croissance des petites entreprises artisanales. De plus, l'étude identifie le changement significatif dans les perspectives sociétales au cours de la dernière décennie, où les femmes ont adopté les médias sociaux comme plateforme pour établir des entreprises en ligne prospères et laisser leur empreinte unique sur le paysage entrepreneurial. La recherche est conclue en soulignant l'importance continue des médias sociaux dans l'autonomisation des femmes entrepreneures, encourageant un soutien continu et une utilisation optimale de ces plateformes pour favoriser un écosystème entrepreneurial inclusif et dynamique en Algérie.

Mot clé : femmes entrepreneures, media sociaux, barrières culturelles, autonomisation, écosystème entrepreneurial.

ملخص

تستكشف هذه الدراسة دور وسائل التواصل الاجتماعي في تمكين رواد الأعمال النساء في الجزائر. تكشف الدراسة التأثيرات التحولية لوسائل التواصل الاجتماعي في تحدي العقبات الثقافية، وتعزيز الاتجاهات الإيجابية تجاه الأعمال عبر الإنترنت، وبناء مجتمع تضامني. من خلال تحليل نوعي للمقابلات واستكشاف مواضيعي، تكشف الدراسة كيف أصبحت منصات وسائل التواصل الاجتماعي أمرًا ضروريًا لربط رواد الأعمال النساء وتحفيز التغيير وتمكين الفرد والمجتمع. توضح النتائج الثقة المتزايدة لرواد الأعمال النساء في استخدام وسائل التواصل الاجتماعي لعرض أعمالهن وإنجازتهن، ملهمة بذلك الآخرين ومساهمة في نمو الأعمال الحرفية الصغيرة. بالإضافة إلى ذلك، تحدد الدراسة التغيير الكبير في التصورات المجتمعية على مدى العقد الأخير، حيث اعتمدت النساء وسائل التواصل الاجتماعي كمنصة لإنشاء أعمال عبر الإنترنت ناجحة وترك بصمة فريدة في المشهد الريادي. تختتم الدراسة بتأكيد أهمية وسائل التواصل الاجتماعي المستمرة في تمكين رواد الأعمال النساء، وتشجيع الدعم المستمر والاستفادة الأمثل من هذه المنصات لتعزيز بيئة ريادية شاملة وديناميكية في الجزائر.

الكلمات المفتاحية: رواد الأعمال النساء، وسائل التواصل الاجتماعي، العقبات الثقافية، تمكين، بيئة ريادية.

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This work is more than a master dissertation

This work is a happy end of a lot of chaos in both my academic and my personal life that I never thought I might get over.

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For mom's unconditional love and sacrifices to protect me from any wrong mental programation that might affect or change the person I was born to become.

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LISTE OF ABBREVIATIONS, SINGLES AND ACRONYMS

SEO: Search engine optimization.

PPC: Pay-per-click advertising.

SMM: The success of social media marketing.

SMEs: Small and medium-sized enterprises.

ICT: Information and communication technology.

SOC: sense of community.

INTRODUCTION

In the dynamic and competitive world of entrepreneurship, women in Algeria are increasingly making their mark and contributing to economic growth. However, their entrepreneurial journey is often shaped by unique challenges and obstacles. This research focuses on understanding how Algerian women entrepreneurs perceive social media platforms as valuable sources of support and motivation in their careers. By exploring their experiences and perspectives, this study aims to shed light on the role of social media in empowering and enabling women entrepreneurs to overcome barriers and succeed in their ventures.

The objective of this research is to examine the perceptions of Algerian women entrepreneurs regarding the value of social media platforms as sources of support and motivation. By delving into their first-hand experiences, this study aims to uncover the specific ways in which social media has impacted their entrepreneurial journeys, including its role in fostering networks, providing access to resources, and generating motivation and inspiration.

The problematic lies in the need to understand how social media platforms have transformed the landscape for Algerian women entrepreneurs, enabling them to navigate challenges, expand their reach, and find encouragement and support within virtual communities. By exploring their perceptions, this research seeks to identify the key benefits and opportunities offered by social media in their entrepreneurial careers and address any potential drawbacks or limitations.

To achieve these objectives, a qualitative research approach will be employed, utilizing in-depth interviews with Algerian women entrepreneurs. These interviews will provide valuable insights into their experiences with social media platforms, exploring their perceptions, strategies, and the specific ways in which they leverage these platforms for support and motivation in their entrepreneurial endeavours.

The expected results of this research include a deeper understanding of how social media platforms serve as valuable resources for Algerian women entrepreneurs, providing them with support, networking opportunities, access to information and resources, and inspiration. The findings of this study can contribute to enhancing the understanding of the role of social media in empowering women entrepreneurs in Algeria, and inform policymakers, organizations, and individuals seeking to foster an enabling environment for women's entrepreneurship.

The remainder of this thesis is structured as follows: Chapter 1 provides an overview of the theoretical framework and literature review, highlighting the key concepts and research gaps related to social media and women entrepreneurship. Chapter 2 describes the methodology employed in this study, including the selection of participants, data collection, and analysis methods. This chapter also presents the findings of the research, followed by a discussion of the results and to conclude the thesis the key findings has being summarized, implications, and recommendations for future research and practice.

Research Question:

How do Algerian women entrepreneurs perceive social media platforms as valuable sources of support and motivation in their entrepreneurial careers?

Chapter one Literature Review

Section 1: Generalities

1.1. Entrepreneurship

1.1.1. Entrepreneurship

is often referred to in business-related terms, but it extends beyond those boundaries. In a broader sense, entrepreneurship encompasses organizing work and life in entrepreneurial ways. It goes beyond traditional business contexts and finds relevance in various domains such as social entrepreneurship, personal entrepreneurship, and lifestyle entrepreneurship. Regardless of the specific context, entrepreneurship requires traits like creativity, innovation, risk-taking, adaptability, and effective problem-solving. Adopting an entrepreneurial mindset brings benefits such as initiative, autonomy, resilience, and the ability to seize opportunities. Embracing entrepreneurship allows individuals to drive innovation, overcome challenges, and shape their work and personal lives in meaningful ways. Thus, entrepreneurship encompasses a wider perspective that encourages innovative thinking and relative problem-solving across different areas of life. (Mcadam, 2023).

1.1.2. Entrepreneur

Bolton and Thomps have defined an entrepreneur as “a person who habitually creates and innovates to build something of recognized value around perceived opportunities”. Global Entrepreneurship Monitor defines entrepreneurship as creation of new business or any attempt to do it, expansion of existing one, new business organization, or established businesses. (Bolton, 2000).

1.1.3. Woman entrepreneur

In the entrepreneurial landscape, there is a prevailing stereotype that associates the term "entrepreneur" with masculinity, creating a mismatch with the experiences of women in the field. This societal expectation often places women entrepreneurs in a position where they must navigate and manage this discrepancy. However, research suggests that women may have distinct criteria for defining success in their business ventures, moving beyond the conventional focus on growth. For many women, factors such as work-life balance and making a meaningful social contribution are equally important. This shift in perspective highlights the diverse and multifaceted nature of entrepreneurship, acknowledging the unique goals and values that women entrepreneurs bring to their ventures. By challenging

the traditional notions of success and embracing their own experiences, women entrepreneurs have the opportunity to forge their own paths and create businesses that align with their individual aspirations and values. (Theaker, 2023)

The female entrepreneur embodies a spirit of resilience, determination, and ambition, driven by the pursuit of personal fulfillment, financial independence, and the ability to shape her own destiny. By stepping into the world of entrepreneurship, she seizes the opportunity to take control of her life and career, breaking free from the confines of traditional gender roles and societal expectations (Belcourt, 1991).

Through the establishment and management of her own business, the female entrepreneur becomes the architect of her success, navigating through challenges, taking risks, and seizing opportunities. She embodies a deep sense of empowerment, as she harnesses her skills, knowledge, and creativity to build something meaningful and impactful (Belcourt, 1991).

For the female entrepreneur, entrepreneurship is not just about making profits or running a business; it is a journey of self-discovery, personal growth, and empowerment. By embracing entrepreneurship, she embraces her own potential, defying limitations, and proving that gender should never be a barrier to success (Belcourt, 1991).

The female entrepreneur seeks to create opportunities not only for herself but also for others. She understands the transformative power of entrepreneurship in empowering individuals and communities. By establishing her own business, she becomes a catalyst for change, creating job opportunities, contributing to the local economy, and inspiring others, especially women, to pursue their entrepreneurial dreams (Belcourt, 1991).

In her pursuit of entrepreneurship, the female entrepreneur faces unique challenges and obstacles. From accessing capital and resources to overcoming societal biases and cultural norms, she defies the odds and stands tall. Her resilience and determination become a beacon of inspiration, as she paves the way for future generations of women to embrace entrepreneurship and forge their own paths (Belcourt, 1991).

The impact of the female entrepreneur goes beyond the realms of business and economics. She becomes a role model, challenging societal perceptions and stereotypes, and advocating for gender equality. Through her actions and achievements, she demonstrates that women can be successful leaders, innovators, and change-makers (Belcourt, 1991).

In essence, the female entrepreneur is a force to be reckoned with. She embodies the spirit of empowerment, resilience, and ambition, as she fearlessly pursues her dreams, creates opportunities, breaks barriers, and makes a lasting impact on her own terms. Her journey is not just about entrepreneurship; it is about personal liberation, empowerment, and the relentless pursuit of a better future for herself and others (Belcourt, 1991).

1.2. Digitalisation

1.2.1. Digital literacy

Digital literacy refers to possessing the necessary skills to thrive in a society where communication and information access predominantly occur through digital technologies such as internet platforms, social media, and mobile devices. It entails the ability to navigate, utilize, and critically engage with these digital tools effectively for various purposes, including learning, work, and overall participation in the digital age. Digital literacy becomes a crucial factor. As digital technologies, including social media platforms, play a significant role in entrepreneurial activities, it is essential for female entrepreneurs to possess digital literacy skills. These skills enable them to effectively utilize social media platforms, navigate digital resources, and leverage online communication channels to promote their businesses, access information, engage with customers, and expand their networks. By embracing digital literacy, female entrepreneurs in Algeria can harness the power of social media to enhance their entrepreneurial ventures and overcome barriers, ultimately contributing to their development and success in the digital era. (Huvila, 2012).

1.2.2. Digital entrepreneurship

Digital entrepreneurship refers to the pursuit of business ventures that are exclusively built on digital platforms. It involves leveraging web-based tools and information to establish and grow online businesses, particularly focusing on digital services. Digital entrepreneurs take advantage of mass digitization and the opportunities provided by the internet to create innovative ventures in the online space. (Ladeira, 2019).

1.2.3. Digital entrepreneur

A digital entrepreneur is an individual who establishes and operates a business venture exclusively on a digital platform. Unlike traditional entrepreneurs, digital entrepreneurs leverage web-based tools and information to develop and expand their online businesses, primarily focusing on digital services. They capitalize on the advancements of mass

digitization to create innovative ventures within the online realm. Digital entrepreneurs are emblematic of the modern business landscape, utilizing technology and the internet to reach a wide audience, establish their brand presence, and offer products or services in the digital domain. They adapt to the rapidly evolving digital landscape, employing strategies that harness the power of online platforms, e-commerce, social media, and other digital tools to drive business growth. By embracing the opportunities provided by digitalization, these entrepreneurs are able to forge new paths and capitalize on the vast potential of the online space. (Ladeira, 2019).

1.2.4. Digital woman

The networked woman is an individual who is interested in computing, information, and communication technology. With the rise of digital integration and the era of digital media, she has harnessed the power of these technologies to create a new level of independence in work and productivity. By embracing digitization, she has taken advantage of e-marketing tools and strategies, allowing her to reach a wider audience and promote her business effectively. Through the use of digital platforms, the networked woman can access a vast array of resources, engage with customers and other entrepreneurs, and gain exposure for her business on a global scale. Thus, by leveraging the power of digital media, she has successfully navigated the digital landscape to build a thriving business and achieve her goals. (zahra, 2020).

1.3. Internet

1.3.1. Teleworking

Teleworking, also known as e-work, has emerged as a solution to address the transportation challenges faced by major industrial cities. The increasing problem of road congestion led to the establishment of a telecommuting system, allowing work to be carried out remotely and at flexible times. Those engaged in this system are referred to as remote workers or deputy workers. (zahra, 2020)

Teleworking involves performing tasks from a location separate from the traditional office or workplace. Electronic means of communication, such as the internet and digital platforms, are utilized to maintain contact with the employer or the organization's main center. This enables remote workers to collaborate, exchange information, and stay

connected while being physically separated from the central work environment. (zahra, 2020)

The implementation of teleworking offers several benefits. Firstly, it helps alleviate traffic congestion and reduce commuting time, resulting in enhanced productivity and improved work-life balance for employees. Additionally, it reduces the carbon footprint associated with daily commuting, contributing to environmental sustainability. Moreover, teleworking opens up opportunities for individuals who face geographical constraints or have specific needs that prevent them from working in a traditional office setting. (zahra, 2020)

However, teleworking also presents certain challenges. Effective communication and coordination become crucial as interactions primarily occur through digital channels. Maintaining a sense of belonging and team cohesion can be more challenging when physical proximity is absent. Furthermore, ensuring data security and privacy becomes imperative when remote work involves handling sensitive information. (zahra, 2020)

Teleworking has emerged as a flexible work arrangement that addresses transportation issues and promotes efficiency in industrial cities. By utilizing electronic communication tools, remote workers can carry out their tasks effectively while maintaining connections with their employers or organizations. (zahra, 2020).

1.3.2. E-marketing

E-marketing, also known as digital marketing or web marketing, involves utilizing internet-related means and digital technology to identify and activate demand for goods and services. It encompasses various practices aimed at achieving marketing goals through a well-planned strategy. E-marketing takes into consideration pricing, promotional activities, and innovative distribution methods to effectively satisfy consumer needs. By leveraging digital channels such as email, social media, search engines, and websites, businesses can connect with their target audiences and drive engagement. Tactics like search engine optimization (SEO), pay-per-click advertising (PPC), content marketing, and social media marketing are employed to increase visibility and attract web traffic. E-marketing also relies on customer data and analytics to measure campaign effectiveness and inform future strategies. This approach provides businesses with the advantage of reaching a global audience quickly and cost-effectively, while allowing for personalized marketing efforts and fostering customer loyalty. However, businesses must navigate

challenges related to evolving technology, changing consumer behaviour, and data security. E-marketing has become an indispensable tool for businesses, empowering them to effectively reach and engage customers in the digital age, and achieve their marketing objectives. (zahra, 2020)

1.3.3. Social media

Social media refers to the use of web applications and websites to facilitate fast and efficient communication. It has revolutionized the way people interact and share information, allowing for direct and free interaction among all network users. Andreas Kaplan and Michael Hanlin defined social media as a set of internet applications that build on the ideological and technological foundations of Web 2.0, which is characterized by the creation and exchange of user-generated content. Social media platforms enable users to create, share, and exchange information in real-time, and provide opportunities for businesses to engage with their target audiences and build brand loyalty. With the rise of social media influencers, businesses have access to a vast audience that they can leverage to promote their products and services. Social media marketing involves using social media channels like Facebook, Twitter, Instagram, and LinkedIn to reach potential customers and drive engagement. However, businesses must navigate challenges related to maintaining authenticity and transparency in their social media presence, managing their online reputation, and keeping up with the constantly evolving social media landscape. Overall, social media has transformed communication and provided unprecedented opportunities for businesses to connect with customers and build their brand in the digital age. (zahra, 2020)

1.3.4. Online community

An online community refers to a group of individuals who utilize a specific internet service or share membership in a particular online group. These communities exist on various platforms, such as social media networks, online forums, or specialized websites, where members connect, interact, and engage based on common interests or affiliations. They provide virtual spaces for communication, collaboration, and information exchange, allowing members to connect with like-minded individuals, seek support, share knowledge, and participate in relevant discussions. Online communities have their own set of norms and guidelines to ensure a positive and inclusive environment, with moderators overseeing activities and resolving conflicts. Participating in an online community offers

benefits like a sense of belonging, access to expertise, networking opportunities, and potential business advantages. They serve as valuable resources for personal and professional growth, enabling individuals to connect, learn, and collaborate within the digital landscape. (cambridge dictionary).

1.4. Psychological empowerment

Psychological empowerment is a concept that has gained significant attention in the field of organizational behaviour. It refers to the degree to which employees perceive a sense of control over their work and feel a sense of personal fulfilment and achievement in their job. This concept is based on the idea that employees who feel empowered are more motivated to perform well and are more committed to their work. Psychological empowerment is comprised of four dimensions: meaning, competence, self-determination, and impact. The meaning dimension refers to the extent to which employees find their work meaningful and valuable. The competence dimension refers to the extent to which employees feel confident and capable in their work. The self-determination dimension refers to the extent to which employees feel a sense of control over their work and are able to make decisions. Finally, the impact dimension refers to the extent to which employees believe their work has a positive impact on their organization and the broader community (Kwanghyun Kim, 2016).

Psychological empowerment has been found to have numerous positive effects on employees and organizations. Empowered employees are more motivated and committed to their work, which leads to increased productivity and performance. They are also more likely to engage in innovative and creative behaviours that can benefit the organization. Empowerment can also lead to increased job satisfaction and reduced turnover, as employees are more likely to remain with an organization that values their contributions and gives them a sense of control over their work (Kwanghyun Kim, 2016).

There are several factors that can contribute to psychological empowerment, including job autonomy, participation in decision-making, feedback and recognition, and opportunities for skill development. It is important for organizations to provide employees with these opportunities in order to foster a sense of empowerment and increase overall job satisfaction and performance. In sum, psychological empowerment is a valuable concept in the field of organizational behavior that can lead to numerous positive outcomes for both employees and organizations (Kwanghyun Kim, 2016).

Section 2: The social media usage

2.1. The Evolution of Social Media Usage: A Historical Perspective

The evolution of social media platforms has been marked by significant milestones and shifts in user engagement. MySpace, which reached a million monthly active users in 2004, is often considered the starting point of modern social media. Since then, the number of monthly active users on various platforms has grown exponentially (Ortiz-Ospina, 2019)

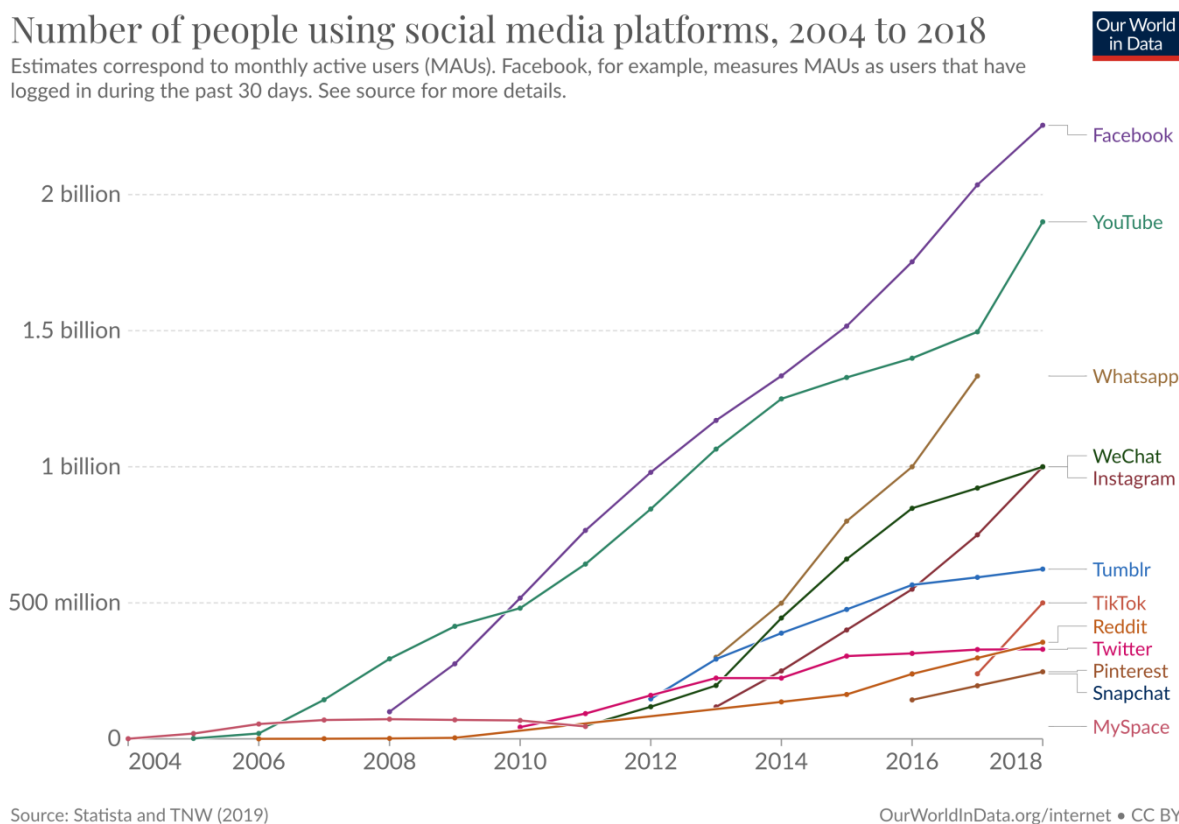
While some well-established social media sites like Facebook, YouTube, and Reddit have been around for over a decade, newer platforms have also gained immense popularity. TikTok, launched in 2016, quickly amassed half a billion users by mid-2018, averaging around 20 million new users per month during that period (Ortiz-Ospina, 2019).

The data reveals both the rapid rise and fall of social media platforms. Formerly dominant players such as Hi5, MySpace, and Friendster, which were once competitive with Facebook in 2008, gradually lost market share and virtually disappeared by 2012. MySpace's decline is particularly noteworthy, considering it briefly surpassed Google as the most visited website in the US in 2006 (Ortiz-Ospina, 2019).

Surviving social media platforms have undergone significant transformations in response to user demands. For instance, Twitter initially did not support video or image uploads. However, since 2011, users have been able to share visual content, and today, more than 50% of the content viewed on Twitter consists of images and videos (Ortiz-Ospina, 2019).

These examples demonstrate the dynamic nature of social media platforms, highlighting their rapid growth, changing user preferences, and the need for platforms to adapt and innovate to stay relevant in the evolving landscape (Ortiz-Ospina, 2019).

Figure 1: Number of people using social media platforms 2004 to 2018 (Ortiz-Ospina, 2019)



Social media has become an integral part of our lives, transforming the way we communicate, connect, and engage with others. However, the roots of social media extend far beyond the digital age. Throughout history, humans have sought ways to connect, share ideas, and build communities. From ancient cave paintings and hieroglyphs to town squares and coffeehouses, people have always found avenues for social interaction. The advent of the internet and the digital revolution propelled this innate human desire for connection into a new era (Edosomwan, 2011).

In the late 20th century, the rise of the internet paved the way for the emergence of online platforms that laid the foundation for modern social media. Bulletin boards and chat rooms provided early forms of digital communication and community-building. These platforms allowed individuals to connect with others who shared similar interests or belonged to specific communities. While these early platforms had limited reach, they set the stage for what was to come (Edosomwan, 2011).

The dawn of the 21st century witnessed a significant shift in the social media landscape with the introduction of web-based social networking sites. Facebook, founded by Mark Zuckerberg in 2004, revolutionized the way people connected and interacted online. Its user-friendly interface and powerful features, such as profiles, news feeds, and photo sharing, propelled it to become a global phenomenon. Facebook's success paved the way for other influential platforms like YouTube, Twitter, MySpace, CyWorld, and LunarStorm, each offering unique functionalities and captivating diverse audiences (Edosomwan, 2011).

The impact of social media on communication has been profound. It has democratized the dissemination of information, enabling users to become content creators, influencers, and active participants in shaping public discourse. Social media has facilitated connections among people from diverse backgrounds and geographical locations, breaking down barriers and promoting cultural exchange (Edosomwan, 2011).

From a business perspective, social media has revolutionized marketing, customer engagement, and brand management. Companies of all sizes have recognized the potential of social media platforms as powerful tools for reaching and engaging with their target audiences. The ability to create personalized marketing campaigns, gather customer feedback, and build brand loyalty has transformed the way businesses operate. Influencer marketing, fueled by social media, has emerged as a new avenue for businesses to connect with consumers and leverage the power of influential individuals to promote their products or services (Edosomwan, 2011).

However, social media is not without its challenges and ethical considerations. Privacy concerns, misinformation, online harassment, and the addictive nature of social media have become pressing issues in today's digital landscape. Society must grapple with these challenges and develop responsible practices and policies to ensure that social media platforms foster positive interactions and contribute to the well-being of individuals and communities (Edosomwan, 2011).

The evolution of social media from its historical origins to its present-day impact has been a remarkable journey. What started as a desire for human connection has transformed into a powerful force that shapes the way we communicate, connect, and conduct business. Social media's influence spans various aspects of our lives, from personal relationships to the global dissemination of information. As we navigate the opportunities and challenges

presented by social media, it is crucial to approach it thoughtfully and responsibly, harnessing its potential for positive change and ensuring a healthy and inclusive digital future (Edosomwan, 2011).

In today's ever-evolving business landscape, the use of social media as a strategic tool to connect with stakeholders has gained significant importance. As the dynamics of consumer behavior and communication continue to evolve, businesses are recognizing the need to adapt their marketing strategies to include social media platforms. Building a strong presence on these digital platforms has become an integral part of top-level strategies for many organizations seeking to stay competitive and effectively engage with their target audience (Sheshadri Chatterjee, 2020).

The success of social media marketing (SMM) within small and medium-sized enterprises (SMEs) is influenced by several key factors. Firstly, the perceived usefulness of social media plays a vital role in driving adoption. SMEs that recognize the value and benefits that social media platforms can bring to their business are more inclined to embrace SMM as an integral part of their overall marketing strategy. They understand that social media provides a unique opportunity to enhance brand visibility, foster customer engagement, and expand their market reach (Sheshadri Chatterjee, 2020).

Additionally, the perceived ease of use of social media platforms is crucial for SMEs. The adoption and implementation of SMM tools and techniques should not be perceived as overly complicated or time-consuming. User-friendly interfaces, intuitive functionalities, and readily available resources can greatly influence SMEs' willingness to integrate SMM into their marketing efforts. When SMEs feel that navigating and leveraging social media platforms is straightforward and manageable, they are more likely to embrace these channels as valuable marketing assets (Sheshadri Chatterjee, 2020).

Furthermore, compatibility between social media platforms and the business goals and objectives of SMEs is another significant factor that influences the impact of SMM. When SMEs find that social media platforms align with their specific needs and objectives, they are more likely to invest time, effort, and resources into harnessing these platforms' potential. For instance, if an SME aims to target a younger demographic or expand its reach in international markets, social media platforms can provide effective channels to achieve these specific goals (Sheshadri Chatterjee, 2020).

While facilitating conditions, such as supportive external factors, can contribute to the adoption of SMM by SMEs, their impact on the effectiveness of social media strategies is relatively minimal. These conditions may include factors like access to resources, technical support, or training programs, which can facilitate the integration of SMM. However, their influence on the overall impact of social media strategies may be overshadowed by other factors such as perceived usefulness and compatibility (Sheshadri Chatterjee, 2020).

However, one notable factor that can hinder the use of SMM by SMEs is the cost associated with its implementation. SMEs often operate with limited financial resources, making it challenging to invest in social media marketing tools, run extensive advertising campaigns, or hire specialized personnel. The financial burden can create barriers for SMEs, preventing them from fully embracing the potential benefits of SMM. Thus, careful consideration of the cost implications and the development of cost-effective strategies are crucial for SMEs to overcome this hurdle and leverage the power of social media effectively (Sheshadri Chatterjee, 2020).

The impact of social media on SMEs is influenced by various factors. The perceived usefulness, ease of use, and compatibility of social media platforms positively contribute to the overall impact of SMM after its adoption by SMEs. While facilitating conditions play a limited role, the cost associated with SMM implementation can act as a significant barrier. SMEs must understand these factors and carefully evaluate their relevance to their business to make informed decisions regarding the integration of social media into their marketing strategies. By adopting a well-planned and cost-effective approach to SMM, SMEs can leverage the power of social media to enhance their brand presence, effectively engage with customers, and drive business growth in today's digitally connected world (Sheshadri Chatterjee, 2020).

2.2. The impact of social media on entrepreneurship

Social media offers cost reduction benefits and facilitates business operations. However, caution must be exercised in business transactions to mitigate potential risks. (*Allyana Infante, 2022*)

Social media platforms have revolutionized the way entrepreneurs' network, gather information, and raise funds for their businesses. In the past, entrepreneurs relied on traditional methods like attending conferences and relying on personal contacts. However,

social media has made global connections easier for entrepreneurs, enabling them to reach potential customers, partners, and investors (Abdus-Samad, 2020)

Moreover, social media provides entrepreneurs with a wealth of information to improve their businesses. By staying updated on industry trends, latest technologies, and learning from others' experiences, entrepreneurs can make better decisions and develop innovative products/services (Abdus-Samad, 2020).

In addition to information, social media has become a popular crowdfunding tool for start-ups and small businesses. Entrepreneurs can pitch their ideas to a broad audience and gather financial support from interested individuals. This democratized funding process simplifies capital acquisition for entrepreneurs (Abdus-Samad, 2020).

The impact of social media on firm performance and innovation is increasingly evident. By leveraging social media, entrepreneurs can enhance their visibility, expand networks, and access new funding and information sources. Ultimately, these factors contribute to improved business outcomes, including increased revenue, enhanced profitability, and heightened innovation levels (Abdus-Samad, 2020).

Digital marketing, utilizing internet channels, has a significant impact on businesses by influencing sales, customer numbers, and commercial processes. It attracts a large target audience through techniques like SEO, email marketing, contextual advertising, and social media advertising. E-commerce is enhanced, simplifying the purchasing process through online stores. Digital marketing helps identify and understand competitors, fostering healthy competition and optimizing production. Moreover, it is a cost-effective approach that utilizes the virtual environment and requires a small team to reach consumers effectively. (Bizhanova, 2019)

Social media has emerged as a platform for businesses to develop marketing strategies, enhance brand awareness, and educate customers about their products and features. Social media networks like Facebook and Twitter have become strategic components of marketing and business promotion activities that could be called customer acquisition strategies. However, despite the easy accessibility of social media platforms, start-ups often fail to maximize their potential in favour of their businesses. This study intends to use statistics to evidence the significance of social media in start-ups and unleash its

tremendous potential and trustworthiness to promote businesses and align it with business strategies. (Wael S Basri, 2017)

Social media marketing is an essential component of e-business, as social media platforms provide an excellent opportunity for businesses to reach out to their customers and increase revenue while reducing costs and boosting productivity. Companies that are early adopters of social media marketing tend to progress more rapidly than those that are not. (Bahareh Ahmadinejad, 2017)

In their insightful analysis, Shalaka Sajane and Hemlata Gaikwad highlight the limitations of traditional marketing methods that businesses faced in the past, which hindered their ability to build a strong brand image and engage effectively with customers. These constraints often resulted in slow growth and restricted opportunities for businesses to thrive. However, the emergence of social media has revolutionized the marketing landscape, offering a dynamic platform for businesses and entrepreneurs to directly interact with their target audience. By leveraging social media channels, businesses can now overcome these limitations and establish a more personalized and engaging relationship with their customers. (Shalaka Sajane, 2022)

One of the key advantages of social media is its ability to provide a two-way communication channel, enabling businesses to actively engage with their customers and gather valuable insights and feedback. This direct interaction allows businesses to better understand customer needs, preferences, and expectations, leading to the development of more targeted and effective marketing strategies. Moreover, social media platforms offer businesses the opportunity to provide real-time updates, share relevant information, and show their products or services in a visually appealing manner, enhancing customer experience and satisfaction. (Shalaka Sajane, 2022)

The authors emphasize that social media has become an essential tool, particularly for start-ups and small to medium-sized enterprises, as it levels the playing field and provides cost-effective marketing solutions. Unlike traditional marketing methods that often required significant financial investments, social media offers a more affordable and accessible platform for businesses to promote their brand, reach a wider audience, and increase their market presence. This democratization of marketing has empowered businesses of all sizes to compete more effectively and expand their customer base. (Shalaka Sajane, 2022)

Furthermore, social media serves as a catalyst for businesses to improve their overall status and reputation. By actively participating in social media conversations, businesses can build a strong online presence and establish themselves as industry experts or thought leaders. This enhances their credibility and trustworthiness among customers, leading to increased brand loyalty and customer retention. (Shalaka Sajane, 2022)

The research conducted by Shalaka Sajane and Hemlata Gaikwad underscores the transformative power of social media for businesses. It provides a platform that facilitates direct customer engagement, better information dissemination, and improved marketing strategies. By leveraging social media effectively, businesses, especially start-ups and small to medium-sized enterprises, can overcome traditional marketing limitations, drive growth, and elevate their status in the competitive business landscape of today. (Shalaka Sajane, 2022).

2.3. The impact of social media on women entrepreneurship

Information and Communication Technology has become a pivotal force in empowering women entrepreneurs and driving their success. By providing a range of tools and resources, ICT enables women to overcome challenges, enhance their skills, and achieve greater empowerment in their entrepreneurial pursuits. Through the power of technology, women entrepreneurs can expand their networks, access valuable information, and develop the necessary capabilities to thrive in their businesses (Victoria L. Crittenden a, 2019).

One of the key benefits of ICT for women entrepreneurs is the ability to network effectively. Digital platforms, social media, and online communities provide opportunities for women to connect with fellow entrepreneurs, industry experts, and potential partners. By leveraging these networking channels, women can build valuable relationships, exchange knowledge, and collaborate on various projects. This not only expands their professional circles but also opens doors to new opportunities, mentorship, and support systems that contribute to their empowerment (Victoria L. Crittenden a, 2019).

Moreover, ICT serves as a powerful learning tool for women entrepreneurs. Online courses, webinars, and educational resources are readily accessible, allowing women to develop their skills, gain knowledge, and stay updated on industry trends. The availability of e-learning platforms enables women to learn at their own pace, acquiring the necessary expertise to navigate the challenges of entrepreneurship. This continuous learning and skill

enhancement contribute to improved self-efficacy, enabling women to make informed decisions, take risks, and seize opportunities confidently (Victoria L. Crittenden a, 2019).

Information sharing is another crucial aspect of ICT in women's entrepreneurial empowerment. Through digital platforms and online presence, women entrepreneurs can show their businesses, promote their products or services, and reach a broader audience. The visibility offered by ICT platforms enhances brand recognition, customer engagement, and market expansion. By leveraging technology, women can transcend geographical boundaries, access local and global markets, and create new avenues for growth and economic empowerment. (Victoria L. Crittenden a, 2019)

ICT plays a pivotal role in empowering women entrepreneurs by providing them with tools for networking, learning, and information sharing. Through technology, women can overcome challenges, enhance their skills, and achieve greater empowerment. By harnessing the power of ICT, women entrepreneurs can expand their networks, enhance their visibility, and acquire the necessary skills to succeed in their businesses. This ultimately leads to their personal growth, economic empowerment, and the overall advancement of women in entrepreneurship (Victoria L. Crittenden a, 2019).

2.4. The Transformative Impact of social media on Business Growth

Social media has revolutionized the way women entrepreneurs conduct their business, offering them a range of powerful tools and opportunities for growth. One of the key advantages of social media is its cost-effectiveness in advertising. Traditional advertising channels can be expensive, especially for small businesses, but social media platforms provide a cost-effective way to reach a large audience. Women entrepreneurs can create engaging and visually appealing content, target specific demographics, and promote their products or services to a wide range of potential clients (Ezmieralda Melissa, 2013).

In addition to advertising, social media enables women entrepreneurs to engage with their audience in a more direct and interactive manner. Through comments, likes, shares, and direct messages, they can build meaningful connections with their customers and gain valuable insights into their preferences and needs. This two-way communication fosters trust, loyalty, and customer satisfaction, ultimately driving business growth (Ezmieralda Melissa, 2013).

Moreover, social media serves as a powerful networking tool for women entrepreneurs. They can connect with other professionals, industry influencers, and potential collaborators or partners, expanding their professional network and opening doors to new opportunities. Networking on social media platforms allows them to exchange ideas, share knowledge, and collaborate on projects, leading to mutual growth and success (Ezmieralda Melissa, 2013).

Another significant benefit of social media for women entrepreneurs is the ability to facilitate transactions directly on these platforms. Social media offers e-commerce capabilities, allowing entrepreneurs to show their products or services, provide detailed information, and enable seamless purchasing processes. This streamlines the customer journey, reduces barriers to purchase, and enhances convenience, making it easier for women entrepreneurs to generate sales and drive business growth (Ezmieralda Melissa, 2013).

Social media has empowered women entrepreneurs by providing them with cost-effective advertising, audience engagement, networking, and transactional opportunities. Through these platforms, they can effectively promote their businesses, connect with their target audience, build relationships, and facilitate transactions. Social media has levelled the playing field, allowing women entrepreneurs to compete and thrive in the digital age, attracting clients, and driving business growth in ways that were not possible before. (Ezmieralda Melissa, 2013)

The use of Instagram has emerged as a powerful tool for women entrepreneurs, offering them a platform to show their businesses, connect with their target audience, and build their brand presence. However, the impact of Instagram goes beyond mere marketing and networking benefits. Recent research has revealed that the use of Instagram can also have a profound effect on women's self-efficacy and entrepreneurship (Rayati, 2023).

When women entrepreneurs actively engage with Instagram, it not only allows them to reach a wider audience but also empowers them psychologically. By curating and sharing content on Instagram, women entrepreneurs gain a sense of confidence and belief in their own abilities. The positive feedback, engagement, and support received from their followers and the online community contribute to their psychological empowerment (Rayati, 2023) .

This psychological empowerment, in turn, acts as a mediator between Instagram usage and women's self-efficacy and entrepreneurship. It strengthens their belief in their own skills, knowledge, and capabilities, allowing them to take bold steps, make informed decisions, and overcome challenges in their entrepreneurial journey (Rayati, 2023).

Women who feel empowered through their Instagram presence are more likely to have higher levels of self-efficacy. They exhibit a greater sense of control, competence, and resilience, which fuels their entrepreneurial drive. With enhanced self-efficacy, they are more willing to take risks, pursue innovative ideas, and persist in the face of obstacles. This ultimately leads to increased entrepreneurial success and growth (Rayati, 2023).

The use of Instagram, therefore, serves as a catalyst for women's empowerment, self-belief, and entrepreneurial goals. It provides them with a platform to not only show their products or services but also to cultivate a supportive community and strengthen their entrepreneurial identity. As women entrepreneurs continue to harness the power of Instagram and experience the positive effects on their self-efficacy and entrepreneurship, it becomes evident that this social media platform holds significant potential for driving women's economic empowerment and fostering their entrepreneurial aspirations. (Rayati, 2023).

Active participation in social media has a significant impact on female entrepreneurs, influencing their digital entrepreneurship intentions and psychological empowerment. When women engage actively on social media platforms, it positively affects their desire to pursue digital entrepreneurship and provides a conducive environment for exploring business opportunities. Furthermore, a strong intention towards digital entrepreneurship leads to higher levels of psychological empowerment for female entrepreneurs, enabling them to take control of their businesses, overcome barriers, and achieve self-reliance. These findings emphasize the importance of fostering and supporting female entrepreneurship to reduce disparities and promote gender equality, with social media playing a crucial role in enhancing empowerment levels and providing valuable resources for business growth. (Uttam Chakraborty, 2023)

Instagram posts have a significant impact on the psychological empowerment of women, both directly and indirectly. This influence operates through two perceptual mechanisms: a sense of self-efficacy and a sense of community (SOC). Encountering empowering content on Instagram enhances women's belief in their own capabilities, leading to increased self-

efficacy and boosted confidence. However, the SOC plays a more substantial role by fostering a sense of belonging and collective efficacy within virtual communities (Hernan Eduardo Riquelme, 2018).

Participating in online communities on Instagram offers women support, connections, and a shared belief in their ability to achieve greater impact collectively. By sharing experiences, exchanging ideas, and supporting one another, these communities empower women psychologically. They fuel motivation and facilitate personal growth, providing a space where women can find inspiration, encouragement, and a sense of unity (Hernan Eduardo Riquelme, 2018).

Through Instagram, women can find a virtual support system that bolsters their confidence and reinforces their belief in their entrepreneurial abilities. This sense of empowerment motivates them to overcome challenges, pursue their goals, and achieve success in their entrepreneurial journeys. By leveraging the power of Instagram communities, women entrepreneurs in Algeria can tap into a valuable resource for support, motivation, and personal development (Brahmi, 2019).

The success of women's entrepreneurship is influenced by several factors, including the optimism of the environment, traditional beliefs, the balance between family and work, and training. These factors can either positively contribute to or hinder the success of women's entrepreneurship. It is important to note that sociocultural factors often have a dual nature, acting as both assets and liabilities (Brahmi, 2019).

An optimistic environment that fosters entrepreneurship and supports women's initiatives can have a positive impact on their success. When societal attitudes are favourable towards women's entrepreneurship, it can create a conducive environment for growth and provide opportunities for support, networking, and resource access (Brahmi, 2019).

Similarly, the balance between family and work is crucial for women entrepreneurs. Supportive family structures and flexible work arrangements can enable women to manage their entrepreneurial aims alongside their family responsibilities, leading to greater success. (Brahmi, 2019)

Furthermore, traditional beliefs can influence women's entrepreneurship. In some cases, cultural norms and values may promote and empower women's involvement in business activities, providing them with a foundation for success. However, in other contexts,

traditional beliefs may create barriers and restrict women's opportunities, posing challenges to their entrepreneurial aspirations. (Brahmi, 2019)

Lastly, the importance of training and skill development cannot be overlooked. Access to training programs, mentorship, and educational resources can equip women entrepreneurs with the necessary knowledge and skills to navigate the business landscape effectively (Brahmi, 2019).

It is important to recognize that while these factors can be assets for women's entrepreneurship, they can also act as obstacles depending on the specific sociocultural context. Therefore, understanding the complex interplay between these factors is crucial for promoting and supporting the success of women entrepreneurs (Brahmi, 2019)

The findings of the research of Rania Miniesy, Engy Elshahawy and Hadia Fakhreldin provide compelling insights into the impact of social media on entrepreneurship and the empowerment of entrepreneurs, particularly focusing on female and youth male entrepreneurs. One of the most significant results is the overwhelming assertion by 95% of surveyed entrepreneurs that without social media, they would not have embarked on their entrepreneurial ventures. This highlights the indispensable role of social media platforms in providing the necessary resources, networks, and opportunities for entrepreneurs to start and grow their businesses (Rania Miniesy, 2021).

The study also sheds light on the empowerment experienced by both female and young male entrepreneurs, examining the dimensions of personal and relational empowerment. It was found that women's empowerment, particularly in terms of relational empowerment, was more evident. This suggests that social media platforms have become instrumental in fostering a sense of community and support among women entrepreneurs, providing a space for collaboration, knowledge-sharing, and mutual empowerment. Through these virtual communities, women entrepreneurs are able to connect with like-minded individuals, exchange experiences and ideas, and collectively overcome challenges. This sense of empowerment within the virtual sphere has a positive spillover effect on personal empowerment, as women gain confidence, assertiveness, and decision-making power in their entrepreneurial pursuits (Rania Miniesy, 2021).

Interestingly, the research reveals a significant shift in empowerment dynamics among youth male entrepreneurs before and after engaging in digital entrepreneurship. Prior to

their involvement in digital entrepreneurship, young males exhibited higher average scores in various empowerment characteristics compared to their female counterparts. However, after embracing digital entrepreneurship, female entrepreneurs showed higher average scores in decision-making related to investment, personal education, personal health, and the well-being of other household members. This signifies the transformative impact of social media on bridging the empowerment gap between genders, allowing women entrepreneurs to assert themselves in critical areas of their lives and challenge traditional gender norms and stereotypes (Rania Miniesy, 2021).

The findings of this study provide empirical evidence of the profound influence of social media on entrepreneurship and the empowerment of entrepreneurs, with a particular focus on women and youth. It underscores the indispensable role of social media platforms in enabling business creation and fostering an environment of support and collaboration among entrepreneurs. Moreover, the research highlights the transformative power of social media in empowering women, equipping them with the necessary tools, resources, and networks to thrive in their entrepreneurial journeys. The shift in empowerment dynamics among youth male entrepreneurs further emphasizes the potential of social media to challenge existing gender disparities and promote inclusivity and equality in the entrepreneurial landscape (Rania Miniesy, 2021)

By unravelling the complex relationship between social media, entrepreneurship, and empowerment, this research offers valuable insights for policymakers, business support organizations, and aspiring entrepreneurs. It underscores the need for targeted initiatives and interventions to harness the full potential of social media in empowering entrepreneurs and creating an inclusive and supportive ecosystem. The findings also highlight the importance of promoting digital literacy and providing access to social media platforms for individuals, particularly women and youth, to unlock their entrepreneurial potential and contribute to economic growth and societal development (Rania Miniesy, 2021).

Chapter two Methodological Framework

This qualitative research aims to delve into the lived experiences of Algerian women entrepreneurs and shed light on how they harness the power of social media as a transformative tool in overcoming cultural barriers and challenging societal mindsets. By engaging in in-depth interviews with a diverse and representative sample of women entrepreneurs, the study seeks to explore the intricate nuances of their entrepreneurial journeys, uncover the unique challenges they face within their cultural context, and examine the ways in which they effectively utilize social media platforms to navigate and transcend these barriers. By delving into the rich narratives and personal accounts of these women, the research aims to provide a comprehensive and nuanced understanding of the multifaceted role that social media plays in empowering Algerian women entrepreneurs, facilitating connection and collaboration, fostering cultural change, and shaping their entrepreneurial identities. Ultimately, this research endeavour aspires to contribute valuable insights to the fields of entrepreneurship, gender studies, and digital media, while highlighting the powerful interplay between technology, culture, and women's empowerment in the Algerian entrepreneurial landscape.

Research objective

Entrepreneurship has been gaining momentum in Algeria, particularly among women who are breaking through the traditional gender roles and societal expectations to become successful entrepreneurs. However, starting and running a business is often challenging, and women entrepreneurs face unique obstacles and barriers that are not faced by their male counterparts. This study seeks to explore the role of social media in supporting and encouraging Algerian women entrepreneurs in their entrepreneurial journey. Social media has become a powerful tool for businesses to develop marketing strategies, enhance brand awareness, and educate customers about their products and features. However, its potential to provide support and encouragement to entrepreneurs has not been fully explored.

The study aims to investigate the specific aspects of social media that Algerian women entrepreneurs find most beneficial in terms of support and motivation. It will explore how these perceptions affect their entrepreneurial achievements, and shed light on the subjective experiences and perspectives of Algerian women entrepreneurs who have been subscribed in Pillar program launched by Dr.ALILAT Soumia. The program aims to provide support and mentorship to women entrepreneurs in Algeria.

By gaining insights into the perceptions and experiences of women entrepreneurs regarding the use of social media, this study seeks to contribute to a deeper understanding of the role of social media in supporting and encouraging this category. The study will provide valuable insights for policymakers and stakeholders in the Algerian entrepreneurship ecosystem on how to design and implement effective support mechanisms for women entrepreneurs. It will also contribute to the literature on social media and entrepreneurship in the Algerian context, which is still scarce.

Section 1: method and data

To explore the empowering effects of social media on women entrepreneurs in Algeria, I have employed a qualitative research approach centred on in-depth interviews. This approach was chosen to facilitate a deep understanding of the experiences, perspectives, and insights of Algerian women entrepreneurs in utilizing social media as a source of empowerment. Through carefully designed interview protocols, I will engage directly with participants to explore their motivations, challenges, and successes in leveraging social media platforms for their entrepreneurial journeys. These interviews will provide rich and detailed data, allowing me to uncover the unique ways in which social media has impacted their lives and businesses, and how it has influenced their ability to overcome cultural barriers and mentalities. By capturing their narratives and reflections, I aim to gain valuable insights into the transformative power of social media in the lives of Algerian women entrepreneurs, and ultimately contribute to a broader understanding of the role of social media in empowering women in the Algerian entrepreneurial environment.

1.1 Analysis method

Qualitative research is a dynamic and iterative process that aims to enhance the understanding within the scientific community by uncovering new and meaningful distinctions. It involves delving deeper into the phenomenon under study, striving to gain a closer and more nuanced perspective. Through qualitative research, researchers continuously refine their understanding and generate valuable insights that contribute to the existing body of knowledge. This iterative approach allows for the exploration of complex and multifaceted aspects of the phenomenon, leading to a more comprehensive and insightful comprehension. By embracing qualitative research methods, scholars can

shed light on the intricacies of the subject matter, offering fresh perspectives and advancing the scientific discourse (Patrik Asperscorresponding author, 2019).

1.1.1 Case study method

The research process employs the case method, which involves a pre-coding step for overall case understanding and a coding step using content analysis. The vertical analysis is conducted within each case, examining the impact of entrepreneurial profile determinants on the business model. The horizontal analysis is then carried out to assess how each element is approached by all the actors involved. A structured synthesis is developed, summarizing each determinant of the entrepreneur's profile (Campenhoudt, 2011). This approach allows for a better understanding of the phenomena studied within the research context.

To facilitate the investigation, I combined the last two steps of the research process. Instead of conducting a separate vertical and horizontal analysis, I opted for an integrated approach. This decision was made to streamline the analysis process and enhance the efficiency of data interpretation. By merging the vertical and horizontal analyses, I was able to examine how each category was addressed within each case, while also considering the broader patterns and trends across all the collected materials. This approach allowed for a more cohesive and comprehensive understanding of the research phenomenon, enabling me to draw meaningful conclusions and insights.

1.1.2 Thematic analysis

Thematic Analysis is widely regarded as the most suitable approach for studies that aim to uncover meanings and interpretations. It offers a systematic framework for analyzing data, allowing researchers to link the frequency of themes to the entire content. By doing so, it adds precision and complexity, enriching the overall significance of the research findings.

Qualitative research involves exploring and capturing various facets of a phenomenon or issue. Thematic Analysis enables researchers to delve deeper and gain a broader understanding of the subject matter. It provides a valuable opportunity to explore the full potential and intricacies of the data, thereby enhancing the researcher's comprehension of the topic at hand. (Marks, 2004)

Why thematic analysis?

Thematic Analysis is considered the most appropriate and effective method of analysis for my dissertation for several reasons. Firstly, it allows for an in-depth exploration and interpretation of the data collected from interviews with BleuBee customers. Given the qualitative nature of my research, Thematic Analysis enables me to uncover rich and nuanced insights, allowing for a comprehensive understanding of the impact of social media on empowering women entrepreneurs in Algeria.

Thematic Analysis provides a systematic and rigorous approach to analyzing the data. By identifying and organizing recurring themes, patterns, and meanings in the responses of the interviewees, I can establish connections and relationships between different aspects of the phenomenon under investigation. This method allows for a structured examination of the data, ensuring accuracy and reliability in the interpretation of findings.

Thematic Analysis offers flexibility in adapting to the unique context and characteristics of my research. It allows me to capture the complexity and diversity of experiences shared by BleuBee customers, giving voice to their perspectives and highlighting the specific challenges and opportunities they encounter as women entrepreneurs in Algeria's social media landscape.

Thematic Analysis aligns with the qualitative nature of my dissertation and enables me to uncover meaningful insights, provide a comprehensive understanding of the role of social media in empowering women entrepreneurs, and contribute to the existing body of knowledge in this field.

1.2 Data

1.2.1 Sample

- **BlueBee and Pillar program**

BleuBee

BleuBee agency was established in 2013 by Mostefa Mohamed Sabri and two other partners specialized in graphic design. In 2016, one of the partners, the main designer, decided to pursue other opportunities, prompting BleuBee to redefine its direction. In 2017, the agency underwent a significant transformation and shifted its focus to selling

personalized items. However, it was in 2019 when Dr. Soumia Alilat joined the agency as the Development Manager; t BleuBee truly experienced a renaissance.

Under Dr. Soumia's leadership, BleuBee adopted an innovative strategy known as "one customer, one product." This approach aimed to target small business owners, mostly in the textile and fashion field, in need of personalized packaging for their products. By narrowing their focus to paper bags and emphasizing strong customer relationships, BleuBee forged a unique connection with female entrepreneurs who thrived in the realm of social media.

Dr. Soumia's strategic vision, coupled with the agency's commitment to customer-centric solutions, allowed BleuBee to not only meet the specific packaging needs of small business owners but also understand the challenges they faced. By actively engaging with their clients and listening to their concerns, BleuBee provided tailored packaging solutions that addressed their pain points and contributed to their success.

Today, BleuBee stands as a dynamic agency, combining artistic expertise, strategic thinking, and an unwavering dedication to customer satisfaction. Specializing in personalized packaging, particularly paper bags, BleuBee continues to make its mark in the market by empowering small business owners and fostering strong relationships. With a deep understanding of customer needs and a commitment to innovation, BleuBee remains at the forefront of the industry, providing exceptional support to its diverse clientele.

Pillar program

Pillar is an innovative program that was launched by Dr. Soumia Alilat in 2022 in response to the growing demands and needs of BleuBee's customers. The inspiration behind this program came from the realization that the advice and support provided by Soumia to individual customers had a profound impact on their businesses. This led to the idea of creating a comprehensive program that could empower small business owners to build the solid pillars of their projects and achieve remarkable growth.

The Pillar program is specifically designed for small business owners who utilize popular social media platforms such as Instagram and Facebook to promote their e-commerce ventures. With a strong focus on social media growth strategies and customer attraction, the program provides participants with valuable insights, practical techniques, and expert

guidance to enhance their online presence, engage their target audience, and ultimately drive business growth.

Through Pillar, participants gain access to a wealth of knowledge and resources tailored to their specific needs and challenges. They learn effective strategies for creating compelling content, implementing successful marketing campaigns, optimizing their social media profiles, and establishing strong customer relationships. The program equips entrepreneurs with the necessary tools and skills to navigate the dynamic digital landscape, stand out from the competition, and achieve sustainable success.

By offering the Pillar program, BleuBee demonstrates its commitment to customer success and becomes a catalyst for entrepreneurial progress. It recognizes the importance of empowering small business owners with the right knowledge and support to overcome challenges and seize opportunities in the ever-evolving online marketplace. Through this program, BleuBee aims to foster a community of thriving entrepreneurs who can confidently navigate the digital realm and build flourishing businesses.

Joining the Pillar program is not just an educational journey; it is a transformative experience that empowers small business owners to take their ventures to new heights. By participating in the program, entrepreneurs gain valuable insights, valuable connections, and a comprehensive toolkit to establish a solid foundation for long-term prosperity. With Pillar, BleuBee is shaping the future of entrepreneurship, one success story at a time.

- **Interviewees in pillar program**

Conducting interviews with BleuBee customers for my dissertation offers valuable insights and firsthand experiences that contribute to the depth and richness of my research.

Real-life Perspectives:

By interviewing BleuBee customers, I gain access to their real-life experiences and perspectives as entrepreneurs using social media platforms. This allows me to capture the challenges, and successes they have encountered in their entrepreneurial journey. Their insights provide a firsthand account of the role of social media in the development of women entrepreneurs in Algeria, offering a more comprehensive understanding of the topic.

In-depth Information:

Interviews allow for a deep exploration of specific topics or issues. I can probe further into the customers' experiences with BleuBee, their interactions on social media, and the impact it has had on their businesses. This qualitative data provides rich, detailed information that enhances the depth and quality of my dissertation findings.

Contextual Understanding:

Interviews provide a contextual understanding of the customers' experiences. By engaging in direct conversations, I can explore the cultural and societal factors that influence their entrepreneurship journey in Algeria. This contextual understanding helps in uncovering the specific challenges and opportunities faced by women entrepreneurs in the local business landscape and how social media plays a role in overcoming these challenges.

Personal Insights:

Interviews allow customers to share their personal insights, perceptions, and recommendations regarding the role of social media in their entrepreneurial aims. This qualitative data adds a human touch to my research, allowing me to show the individual stories, motivations, and aspirations of these women entrepreneurs.

Validation and Confirmation:

Interviews provide an opportunity to validate and confirm findings from other data sources such as articles and scientific literature. By comparing and contrasting the information obtained from interviews with existing knowledge, I can establish credibility and enhance the validity of my research.

Interviewing BleuBee customers for my dissertation enables me to gather rich and contextual data, gain unique perspectives, and provide a comprehensive understanding of the role of social media in the development of women entrepreneurs in Algeria. It adds depth, authenticity, and real-world applicability to my research, making it more impactful and insightful.

Table 1: Interviewees' presentation

Interviewees presentation	The main project
H.K a lady 26 years old entrepreneur who started her project 3 years ago.	Sultan brand, a luxurious djilbab and abaya brand.
R.Z a woman entrepreneur in her mid-thirties with a very rich academical background started her business project 5 years ago.	I fill couture a local brand of bed linen and sheet sets.
B.B a young entrepreneur lady passionate about making vintage traditional jam.	Confiserie by bth a brand of local bio jam.
N.L a woman entrepreneur in her late twenties who started her brand 9years ago	El Nesry a brand of modest abayas.

1.2.2 Survey and data collection

In conducting my research, I employed three primary methods of data collection: analysis of articles and scientific literature, and conducting interviews. The analysis of articles and scientific literature played a crucial role in the initial phase of my research. It allowed me to review and synthesize existing knowledge, theories, and empirical findings related to the role of social media in the development of women entrepreneurs in Algeria. By thoroughly examining relevant academic journals, books, reports, and other scholarly sources, I gained a comprehensive understanding of the topic and identified key gaps in the existing literature.

Additionally, I conducted interviews as a qualitative data collection method to gather firsthand insights and perspectives from women entrepreneurs in Algeria. The interviews provided an opportunity to engage directly with participants and explore their experiences,

challenges, and successes in utilizing social media for their entrepreneurial ventures. Through open-ended questions and in-depth conversations, I was able to delve into the nuances of their experiences and gain a deeper understanding of the specific ways in which social media has influenced their development as entrepreneurs. The interview data complemented the findings from the literature analysis and allowed for a more comprehensive exploration of the research question.

In addition to the analysis of articles and scientific literature, I also incorporated the examination of documents from BlueBee Agency as a valuable source of information for my research. The documents provided by BlueBee Agency, such as reports, case studies, and internal documents, offered a unique perspective on the practical applications of social media in the context of women entrepreneurship in Algeria. These documents allowed me to gain insights into specific strategies, challenges, and success stories of women entrepreneurs who have collaborated with BlueBee Agency to leverage social media platforms for business growth and development. By analyzing these documents, I was able to complement the academic and theoretical perspectives with real-world examples and practical insights, providing a comprehensive view of the role of social media in empowering women entrepreneurs in the Algerian context. This combination of data sources enriched the depth and breadth of my research findings and enhanced the overall validity and relevance of my study.

By combining these three methods, I was able to triangulate the data and strengthen the validity and reliability of my findings. The analysis of articles and scientific literature provided a broader context and theoretical framework, while the interviews offered rich qualitative data that captured the lived experiences of women entrepreneurs. The integration of these methods enabled me to obtain a comprehensive understanding of the role of social media in the development of women entrepreneurs in Algeria, while also uncovering new insights and perspectives that may have been overlooked in the existing literature.

- **Semi-structured interview**

Interviews in research methodology

Interviews, as a qualitative research technique, involve engaging in intensive individual conversations with a select number of participants to explore their perspectives on a

specific idea, program, or situation. There are three main formats of interviews: structured, semi-structured, and unstructured. Structured interviews follow a predetermined set of questions in a consistent order, facilitating straightforward data analysis and comparison of responses. Unstructured interviews, on the other hand, lack prepared questions and take a more informal approach, making them less reliable and challenging for comparing participant answers due to varying question formulations. Semi-structured interviews combine elements of both approaches, employing predetermined questions while allowing for additional inquiries to clarify or expand on specific issues. Interviews offer the advantage of collecting detailed information relevant to research questions, with researchers having direct control over the process flow and the ability to address uncertainties during the interviews. However, they also come with disadvantages, such as time requirements and challenges in scheduling suitable interview times. It is important to approach interviews with an open mind, refrain from displaying disagreements, and create a relaxed environment for interviewees. Respecting anonymity and confidentiality is crucial, and steps should be taken to mitigate bias, such as avoiding overreaction to responses, dressing inconspicuously, and conducting interviews in private settings. By considering these factors, researchers can conduct interviews effectively, ensuring the quality and reliability of the gathered data. (Connaway, 2010).

Why a semi-structured interview?

A semi-structured interview approach was chosen for several reasons in the research conducted with BleuBee customers. Firstly, this approach allows for a balance between the flexibility of an unstructured interview and the structure of a fully structured interview. It provides a framework with pre-determined questions and themes while also allowing for open-ended exploration and follow-up questions based on participants' responses.

Semi-structured interviews are particularly suitable when investigating complex and multifaceted topics, such as the impact of social media on empowering women entrepreneurs in Algeria. They offer the opportunity to capture participants' unique perspectives, experiences, and insights, allowing for a more comprehensive understanding of the research subject.

This approach allows for comparability across different participants by ensuring that key areas of interest are covered in each interview. The interview guide, with its sections and questions, helps ensure consistency and provides a structure for data analysis. At the same

time, the semi-structured nature enables participants to share their thoughts freely and express nuances that might not have been captured in a rigidly structured interview format.

- **Interview's guide**

The interview guide that was developed for this research was carefully crafted to ensure that all relevant topics were covered and to facilitate conducting the thematic analysis. The questions were organized into sections to allow for a clear and concise interview process, and to ensure that the themes that emerged were consistent with the research objectives.

A. Introduction to the Interview Guide

The interview guide was developed with the intention of ensuring a comprehensive exploration of the research topic and facilitating the subsequent thematic analysis. It began with a presentation and warm-up section where the purpose of the interview was explained, and the participant's consent was obtained. This introductory section aimed to establish a comfortable and engaging atmosphere for the interview.

B. Perceptions of social media as a Source of Support

The second section of the interview guide focused on the participant's perceptions of social media as a source of support in their entrepreneurial journey. The questions aimed to uncover the role of social media in providing support and to elicit specific examples of instances where the participants had received support from their social media networks. This section aimed to understand how social media platforms have contributed to empowering Algerian women entrepreneurs.

C. Cultural Barriers and Mentality

In this section, the interview guide explored the specific cultural barriers or mentalities that the participants had encountered as Algerian women entrepreneurs. The questions aimed to delve into the challenges faced and how these barriers were overcome. This section provided insights into the cultural context in which the participants operate and highlighted the significance of social media in overcoming such barriers.

D. Building Connections and Changing Perceptions

The fourth section of the interview guide focused on the participants' experiences of building connections and changing perceptions through social media. The questions aimed to understand how social media platforms enabled participants to connect with individuals

who held different cultural perspectives or biases against women entrepreneurs. This section explored the transformative potential of social media in challenging and shifting societal attitudes.

E. Empowerment and Support from Online Communities

In this section, the interview guide delved into the role of online communities on social media platforms in providing empowerment and support to the participants. The questions aimed to uncover instances where participants received encouragement or guidance from these online communities. This section shed light on the significance of virtual communities in fostering a sense of belonging and support for Algerian women entrepreneurs.

F. Changing Cultural Norms through Digital Entrepreneurship

The sixth section of the interview guide focused on the participants' beliefs regarding the impact of digital entrepreneurship and social media on shifting cultural norms and perceptions about women in business in Algeria. The questions aimed to explore how social media platforms could contribute to challenging existing norms and fostering a more inclusive and empowering environment for women entrepreneurs.

G. Closing

The final section of the interview guide provided an opportunity for participants to share any additional insights or experiences related to using social media to overcome cultural barriers and mentalities as Algerian women entrepreneurs. This open-ended question allowed participants to contribute any further information that they deemed relevant to the research topic.

The division of the interview questions into sections allowed for a more organized and structured interview process, which facilitated the analysis of the data. This approach ensured that the interview was focused and allowed the interviewer to explore the research questions in a systematic and thorough manner. Furthermore, it allowed the researcher to delve into the specific experiences of Algerian women entrepreneurs with social media, and how it has impacted their entrepreneurial journey. The interview guide also provided a framework for the participant to provide detailed and specific responses to the questions asked. This allowed the researcher to obtain rich and valuable data, which could be used to

develop a comprehensive analysis of the role of social media in empowering Algerian women entrepreneurs.

Section 2: Results and discussion

2.1 Analysis

2.1.1 Document analyses

Document analysis was a valuable research method that allowed for the examination and interpretation of various types of documents (Morgan, 2022), such as texts, reports, and articles. In the context of studying the role of social media in empowering Algerian women entrepreneurs, a wide range of literature on this topic was found.

When conducting document analysis, researchers encountered a wide variety of literature that explored the relationship between social media and women entrepreneurship. This literature encompassed scholarly articles, research papers, case studies, and theoretical frameworks. The abundance of literature reflected the growing interest in understanding the impact of social media on women entrepreneurs and the recognition of its potential as a tool for empowerment.

Within the literature, discussions on the transformative power of social media, the challenges and opportunities it presented, and the specific experiences and perspectives of Algerian women entrepreneurs was found. The documents explored themes such as the role of social media in challenging cultural norms, facilitating connections and collaborations, and promoting positive attitudes towards online business.

Furthermore, the literature on document analysis itself was relevant. This work came across studies that discussed the methodology, its strengths, limitations, and best practices. These resources guided in conducting a rigorous and comprehensive analysis of the documents at hand.

By delving into the available literature, this work gained valuable insights and knowledge that informed their own research and contributed to the existing body of scholarship. They identified gaps in the literature, uncovered patterns and trends, and critically analysed the findings and methodologies of previous studies. This comprehensive understanding of the

literature served as the foundation for shaping research objectives, framing research questions, and designing an appropriate methodology.

Document analysis as a research method offered researchers the opportunity to explore a wide range of literature on the relationship between social media and women entrepreneurship. By examining and synthesizing existing documents, valuable insights, identified gaps, and contributed to the knowledge base in this field was gained. The extensive literature on this topic reflected the growing interest in understanding the transformative potential of social media and its impact on empowering Algerian women entrepreneurs.

2.1.2 Thematic analyses

- **Perceptions of social media as a Source of Support**

Table 2: Perceptions of social media as a Source of Support analysis

Interviewee	Answers	Analysis
H.K Founder and general manager of sultan brand	<p>Social media is a huge part of my business. It connects me with the virtual world where I'm making money and it is a part of my day. Social media is a link between me and my virtual community and my whole business is based on this.</p> <p>Social media provided me with a lot of support through my profiles that facilitates the engagement of other people with the content I make which represent my character .</p> <p>For example sometimes under the stress of business I lose my self-esteem and I forget the value of the things I am doing and when people on social media watch my profile ,my capacities and my journey and they got amazed and they valorise my</p>	<p>H.K emphasizes the significance of social media in her business, describing it as a vital part of their daily activities and a means of connecting with their virtual community. She highlighted the support she receives through her social media profiles, where engagement and interaction with their content reflect their character and work. Additionally, the interviewee shares the positive impact of social media on her self-esteem and motivation, as the recognition and appreciation she receives from others reaffirm her value and abilities.</p> <p>Social media serves not only as a business tool but also as a source of support and validation for the</p>

	<p>work . Social media is essential!</p>	<p>interviewee. It reinforces their sense of worth and motivates them to continue their entrepreneurial journey.</p>
<p>R.Z Owner of Ifill couture</p>	<p>Social networks have been the basis of my business so without them i fil couture would not exist. Working with influencers helped my project get started and then the support of my clients who shared on the different Facebook groups and Instagram stories reinforced our brand image.</p>	<p>R.Z response highlights the critical role of social networks as the foundation of her business, emphasizing that the existence of their brand,i Fil Couture, relies heavily on these platforms. Additionally, she mentioned the importance of collaboration with influencers in the initial stages of their project, which likely contributed to the brand's visibility and exposure. Moreover, the support from customers on social media, particularly through sharing in Facebook groups and Instagram stories, has further bolstered her brand's image and increased its reach.</p> <p>The vital role of social networks in the establishment and growth of the interviewee's business. Collaborating with influencers and receiving support from customers on social media have been instrumental in building brand recognition and expanding their brand's presence.</p>

<p>B.B Owner of confiserie by bth</p> <p>Jam brand</p>	<p>Social media have an important role in promoting my products and in reaching the customers quickly and without much effort, especially through paid advertisements and/or through influencers.</p> <p>It also introduced my competitors(in the same field) , motivating me to always provide the best and enter the atmosphere of honest competition</p> <p>My first supporter on social media is the content shared by other content makers in the field of commerce and publicity promotion, such as Mrs Somaya Alilat.</p> <p>The increase in followers every day also motivates me to keep up .</p>	<p>The interviewee's response highlights the various ways social media contributes to her business. It serves as a powerful promotional tool, allowing her to reach customers efficiently, whether through paid advertisements or influencer collaborations. The presence of competitors on social media creates a motivating environment that drives B.B to continuously improve. Furthermore, the support from fellow content creators and the growing number of followers serve as validation and encouragement for their business endeavours.</p> <p>Social media has a multifaceted impact on the interviewee's business. It acts as a platform for promotion, competition, support, and motivation, all contributing to their entrepreneurial journey.</p>
<p>N.L Founder and owner of el Nesry</p>	<p>Social media is the biggest part of my business journey, since I started my business online , I didn't know what to do , how to sell, how to do marketing and social media showed me everything .</p> <p>It's a vital part of my journey, I started my business online, and worked for 4 years before opening my store and it's still an important part of my business. For exemple every time I post a new collection or a new item I get so much support from my followers even if they're not</p>	<p>The interviewee emphasized the significant role of social media in her business journey. Starting their business online, she used to lack knowledge and expertise in various aspects such as selling and marketing. However, social media became her primary source of guidance, providing valuable insights and information. Even after transitioning to a physical store, social media continues to play a vital role in her business. N.L highlighted the continuous support received from followers whenever she shares new</p>

	costumers.	collections or products, emphasizing the impact of social media in building a supportive community, even beyond direct customers. This illustrates how social media has become an indispensable tool in her business, helping in brand promotion and getting support from a wide audience.
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2.1.2.2 Cultural Barriers and Mentality:

Table 3: Cultural Barriers and Mentality analysis

Interviewees	Answers	Analysis
H.K Founder and general manager of sultan brand	In Algeria and in my domain, I faced some abuse unfortunately from other women whom my success reflected the failure of their mentalities. I overcame this easily and I don't actually care I only walk forward towards my goals	The interviewee highlights the presence of cultural barriers and negative mentalities within their domain of business in Algeria. She specifically mentioned facing abuse from other women who perceived her success as a threat to their own mentalities. However, the interviewee demonstrates resilience and a determined mindset by stating that they easily overcame these obstacles and choose to focus on their own goals, disregarding the negativity. This suggests that the interviewee has developed a strong sense of self-resilience and is not deterred by the challenges posed by cultural barriers and negative mentalities.
R.Z Owner of Ifill couture	A few years ago, it was very brave to show your head on social networks but for me it was important that my clients could see me and recognize me it was in order to strengthen our client	In a cultural context where it was considered brave to be physically present on social media. By showing her face and being recognizable, she aimed to strengthen client relationships and

	<p>relationship and their trust in us I knew what had to do for my business and I did it without asking myself any questions and without worrying about the rest. I think it's a character trait that I have.</p>	<p>build trust. Well, she demonstrates a confident and decisive approach, having a clear understanding of what needed to be done for her business without hesitation or concerns about others' opinions.</p> <p>This suggests that the interviewee possesses a character trait of self-assurance and a focused mindset.</p>
<p>B.B Owner of confiserie by bth Jam brand</p>	<p>It is not easy to own a small business in Algeria, especially for women. They face a lot of harassment and get fooled specially when they are buying raw materials. Their products get underrated, but in the end, they succeed despite everything. I over came all of this with patience, strength and telling myself this is for the sake of my dream.</p>	<p>B.B mentioned the challenges that faced her including harassment, deception, and undervaluation her products. Despite these obstacles, she emphasizes a strong resilience and determination to succeed. She attributes their ability to overcome these difficulties to qualities such as patience and strength, while reminding herself of the importance of pursuing their dreams. This highlights the interviewee's perseverance and positive mindset in the face of adversity.</p>
<p>N.L Founder and owner of el Nesry</p>	<p>As an Algerian women entrepreneur, the first barrier was that people don't take me seriously and didn't think that what I was doing was a business, the second one is that when I started, people didn't trust the internet to buy from, so they canceled on me so many times and I lost a lot of money to overcome this the first one is that I worked hard to make my business a successful one. And the second is that I created a system for my clients to trust me and buy from me.</p>	<p>The interviewee highlights two key barriers she faced as an Algerian women entrepreneur. The first barrier was the lack of recognition and credibility from others who did not take her business seriously. To overcome this, she dedicated herself to the hard work and proving the success of her business through her efforts. The second barrier was the initial lack of trust in online shopping, resulting in numerous cancellations and financial losses. In response, the interviewee implemented a system to build trust with her clients, ensuring a reliable and trustworthy experience for potential buyers.</p>

		These strategies demonstrate the interviewee's determination, perseverance, and ability to adapt to challenges in order to establish a successful business.
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- **Building Connections and Changing Perceptions**

Table 4: Building Connections and Changing Perceptions analysis

Interviewees	Answers	Analysis
H.K Founder and general manager of sultan brand	I think social media encouraged young woman to start their entrepreneurial journey and it is all because of the shared atmosphere on social media where they can see woman by their age succeeding in their businesses and this is how I met soumia alilat and all the entrepreneur ladies in my circle. I noticed that women entrepreneurs encourage each other a lot on social media. They really support one another they share and promote one another products and social media accounts.	<p>The interviewee finds that social media serves as a powerful source of inspiration, as it exposes them to successful women in their age group who have achieved entrepreneurial success. This exposure creates a shared atmosphere of motivation and encouragement. Moreover, social media platforms have fostered a supportive community where women entrepreneurs actively promote and support each other's ventures, creating a sense of camaraderie and collaboration. Through these connections, women entrepreneurs not only find support but also have the opportunity to challenge societal perceptions about women in business. By showing their successes and supporting each other, they contribute to changing the narrative and highlighting the capabilities and potential of women in the entrepreneurial landscape.</p> <p>Social media plays a vital role in building connections, empowering women, and reshaping perceptions in the entrepreneurial world.</p>

<p>R.Z Owner of Ifill couture</p>	<p>Honestly I had no difficulty establishing my notoriety on the social networks of my brand, it is possible that it is linked to the nature of my project which is sewing and which is mainly targeting women Yes today women entrepreneurs dare more to show themselves and work on their brand image on social networks, did I contribute to it I don't know but I hope I did!</p>	<p>the interviewee shared her experience of easily establishing her brand's notoriety on social media, potentially attributed to the nature of their sewing project that appeals primarily to women. They acknowledge the increasing boldness of women entrepreneurs in showing themselves and cultivating their brand image on social networks. While unsure of their personal contribution to this trend, they express optimism and hope to have played a part.</p> <p>Leveraging social media for brands recognition become a trend among women entrepreneurs who embraces social platforms as a tool to shape perceptions and establish their presence.</p>
<p>B.B Owner of confiserie by bth Jam brand</p>	<p>Social media helped me a lot in communicating with professional people, doctors, and attending remote conferences or exhibitions through which were promoted on social media. Social media changed the Algerian society's perspective of female entrepreneurs, granting them special status and treatment, and imposing respect towards them.</p>	<p>The interviewee mentions that social media has been essential in facilitating communication with professionals this highlights the role of social media in connecting the interviewee with relevant individuals and events in her industry. She also said that social media changed the Algerian society's perspective of female entrepreneurs. It has granted them special status and treatment and imposed respect towards them.</p> <p>The interviewee acknowledges the role of social media in facilitating professional connections and the positive impact it has had on how female entrepreneurs are perceived in Algerian society.</p>
<p>N.L Founder and owner of el Nesry</p>	<p>After years of working hard , and other women working harder , we made small changes each in her small cercles and we changed how people see online businesses , and we helped other</p>	<p>The interviewee's response highlights the transformative power of social media for women entrepreneurs in Algeria. Through networking and collaboration, social media has facilitated connections with</p>

	businesses start	<p>professionals and enabled participation in remote conferences and exhibitions. It has also played a crucial role in changing societal perceptions of female entrepreneurs, granting them special status and fostering respect. Moreover, the interviewee emphasizes the collective efforts of women entrepreneurs, who have worked hard to bring about small changes within their circles and support the growth of other businesses.</p> <p>Social media has acted as a catalyst for empowerment, networking, and challenging traditional norms, positively influencing the entrepreneurial landscape for women in Algeria.</p>
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- **Empowerment and Support from Online Communities**

Table 5: Empowerment and Support from Online Communities analysis

Interviewee	Answers	Analysis
<p>H.K Founder and general manager of sultan brand</p>	<p>Lately social media helped women entrepreneurs with same sane and healthy mindsets find each other. I now recharge my positive energy from these types of women whom I become one of. This is magical!</p>	<p>The interviewee mentioned that recharging her positive energy from women with similar mindsets allowed them to support and empower each other in their entrepreneurial journeys. This suggests that social media provides a platform for sharing experiences, achievements, and motivations, creating an inspiring and uplifting environment. The exchange of positive energy among women entrepreneurs on social media can boost confidence, motivation, and drive for success.</p>
<p>R.Z Owner of</p>	<p>The community of women entrepreneurs is growing and</p>	<p>The interviewee receives daily messages of encouragement</p>

<p>Ifill couture</p>	<p>above all supporting each other, and the factor that has changed things I really think is the Covid and the confinement where many women have decided to speak on the networks to promote their business</p> <p>I receive messages of encouragement every day, whether from my followers or other women entrepreneurs</p> <p>Add to these connections with their communities.</p> <p>It is important to have a network even if it is virtual, it helps the business enormously.</p>	<p>from her followers and fellow women entrepreneurs, which boosts her mood. She emphasizes the importance of having a virtual network, as it greatly benefits their business. R.Z expressed gratitude for the supportive community they have found online.</p> <p>The role of virtual networks and community support in empowering women entrepreneurs. It acknowledges the influence of COVID-19 in driving online presence and emphasizes the value of connections, messages of encouragement, and the virtual community's role in business growth and success.</p>
<p>B.B Owner of confiserie by bth Jam brand</p>	<p>In the beginning, I found support from the entrepreneur, Dr. Somaya Alilat. She supported me and so many other women entrepreneurs. She gave us ideas and solutions to our problems, and she followed us every day through social media to watch our progress.</p>	<p>The interviewee shares that social media has a big impact on women entrepreneurs. They explain how it serves as a source of inspiration by exposing them to other successful women in their age group who have achieved entrepreneurial success. It creates a supportive community where women entrepreneurs uplift and promote each other's businesses, fostering a sense of camaraderie. Through these connections, women challenge stereotypes and show that they have what it takes to succeed in business. Social media helps them connect, feel empowered, and change the way people view women in entrepreneurship.</p> <p>Social media is a powerful tool that helps women build networks, gain confidence, and make a difference in the business world.</p>

<p>N.L Founder and owner of el Nesry</p>	<p>By working hard, business owners showed their communities that we can be trusted? That it's better to buy online then to go out and buy, that they can trust an online store and be satisfied with their purchases.</p>	<p>N.L emphasized that entrepreneurs have gained trust and confidence from their customers through hard work and dedication. By consistently providing quality products and services, they have established themselves as reliable and dependable online businesses. This trust has played a crucial role in shaping consumer behaviour, as individuals now prefer online shopping due to the positive experiences and satisfaction they have received. The significance of trust in the online sphere cannot be underestimated, as it not only benefits the entrepreneurs themselves but also contributes to the overall growth and acceptance of e-commerce as a trustworthy and convenient avenue for shopping.</p>
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- **Changing Cultural Norms through Digital Entrepreneurship**

Table 6: Changing Cultural Norms through Digital Entrepreneurship analysis

Interviewee	Answers	Analysis
<p>H.K Founder and general manager of sultan brand</p>	<p>In my case both my family and my husband never put cultural barrier for me but yet I feel when I shared part of the freedom I have some of my circles started asking me 'how to convince my husband to start a business?' and I started getting messages like 'my father saw your content and he got his ideas about online business changed 'it is incredible how the negative cultural mentality is vanishing from our society through social</p>	<p>The interviewee highlighted the power of social media in changing negative cultural mentalities. Through her content, she has inspired and influenced others, including husbands and fathers, to reconsider their perspectives on online business and women's entrepreneurship. This indicates that social media serves as a platform for sharing experiences, challenging stereotypes, and promoting positive change in attitudes. The interviewee emphasized the</p>

	<p>media content and connections between individuals there.</p>	<p>importance of connections and interactions between individuals on social media platforms. By connecting with others, sharing their journey, and inspiring change.</p> <p>These connections foster support, collaboration, and a sense of empowerment among individuals, leading to a broader societal transformation.</p>
<p>R.Z Owner of Ifill couture</p>	<p>Ten years ago, women did not dare to put their real names on the networks and today we can see and hear them So yes, things have changed a lot and positively for women.</p> <p>Social networks allow us to show our work, our days and it really shows that a woman does not work less than a man and people are encouraged by seeing all this.</p>	<p>R.Z highlighted the significant shift over the past ten years, where women have become more comfortable and confident in using their real names on social networks. This indicates a growing sense of empowerment and willingness to show their work and personal experiences openly. Also she emphasized on the positive impact of sharing women's work on social media. By seeing and hearing about the achievements of women, others will be motivated and inspired. This serves as a source of empowerment for women who may have previously felt limited by societal expectations or stereotypes.</p>
<p>B.B Owner of confiserie by bth</p>	<p>In my field, I was able to give a traditional craft (bio jam) a rebirth. social media helped me to do that and promoted it I also inspired a lot of women to start a lot of craft small businesses that might become a big project one day. The sites helped freelancers, women staying at home, and owners of small projects, so that Algeria today is much better than it was 5 years ago,</p>	<p>The interviewee mentioned that she has been inspiring many women to start their own craft businesses. By sharing her own journey and successes on social media, the interviewee served as a role model for other women, encouraging them to pursue their entrepreneurial aspirations. This demonstrates the empowering potential of social media in inspiring and supporting women in their entrepreneurial journeys.</p>

	and opened the doors for women not to compete with men, but to put a special touch on anything new.	
N.L Founder and owner of el Nesry	<p>When we create more and be productive, we make them count on us on shifting the Algerian economy, and it's already happening.</p> <p>I feel like women are more present on social media than men, because it gives them more freedom and Flexibility in working. That's why we see more women successful in online businesses.</p>	<p>The interviewee finds that women are more present on social media compared to men, attributing this to the freedom and flexibility it provides. Social media platforms offer women the opportunity to show their skills, products, and services, enabling them to establish successful online businesses. This highlights how social media has become a powerful tool for women's empowerment, enabling them to overcome traditional barriers and achieve success on their terms.</p> <p>She also finds that women are more successful in online businesses, she thinks that this might be due to the freedom and flexibility offered by social media or maybe due to women's ability to balance their personal and professional responsibilities, leading to enhanced productivity and business growth. The success of women in online businesses not only empowers them individually but also contributes to the overall economic development of Algeria.</p>

2.2 Results

2.2.1 Perceptions of Social Media as a Source of Support

- Social media plays a crucial role in the interviewee's business, serving as an essential tool for brand promotion, competition, support, and motivation.
- Collaborations with influencers and engagement within online communities contribute to building brand recognition and expanding the interviewee's business presence.
- Social media serves as a source of validation and motivation, reinforcing the interviewee's self-esteem and driving their continuous growth and success.

The results of this study shed light on how Algerian women entrepreneurs perceive social media platforms as valuable sources of support and motivation in their entrepreneurial careers. The findings highlight that social media plays a crucial role in their businesses, serving as an essential tool for brand promotion, competition, support, and motivation. Through social media, Algerian women entrepreneurs connect with peers, share experiences, and find inspiration from successful individuals within their industry. Collaborations with influencers and engagement within online communities contribute to building brand recognition and expanding their business presence. The study also reveals that social media serves as a source of validation and motivation, reinforcing the self-esteem of Algerian women entrepreneurs and driving their continuous growth and success. These insights emphasize the transformative power of social media in empowering Algerian women entrepreneurs and reshaping the entrepreneurial landscape in Algeria.

2.2.2 Cultural Barriers and Mentality

- Social media serves as the most important platform for promotion, support, and connection in the interviewees' businesses.
- The interviewees have faced and overcome cultural barriers and mentalities through determination and resilience.
- Building trust and credibility with clients has been instrumental in the success of their businesses.

This study examines the perceptions of Algerian women entrepreneurs regarding the role of social media as the most important platform for promotion, support, and connection in

their businesses. The findings reveal that social media plays a pivotal role in their entrepreneurial aims, serving as a primary tool for brand promotion, reaching a wider audience, and establishing connections with potential customers. Furthermore, the study highlights the resilience and determination of the interviewees in overcoming cultural barriers and mentalities that may hinder their entrepreneurial pursuits. Through their determination, they have successfully navigated societal challenges and embraced the opportunities offered by social media platforms. Additionally, the research underscores the significance of building trust and credibility with clients as a critical factor in the success of their businesses. By prioritizing customer satisfaction, the interviewees have cultivated strong relationships, leading to increased loyalty and positive word-of-mouth. Overall, these findings emphasize the transformative role of social media, the entrepreneurial resilience of Algerian women, and the importance of trust in building successful businesses.

2.2.3 Building Connections and Changing Perceptions

-Social media serves as a source of inspiration and motivation for women entrepreneurs, exposing them to successful peers and creating a shared atmosphere of encouragement.

-Women entrepreneurs actively support and promote each other's ventures on social media, fostering a sense of community and collaboration.

-Social media has the power to reshape societal perceptions of female entrepreneurs, granting them special status and respect while challenging traditional norms. It also facilitates professional connections and enables participation in industry events and discussions.

Social media platforms have emerged as invaluable resources for Algerian women entrepreneurs, offering them essential support and motivation in their entrepreneurial endeavors. These platforms serve as a wellspring of inspiration and motivation, providing exposure to successful peers and fostering a culture of encouragement. Furthermore, social media enables women entrepreneurs to actively support and promote each other's ventures, creating a strong sense of community and collaboration. By challenging traditional norms and reshaping societal perceptions, these platforms grant female entrepreneurs a special status and respect in the business world. Additionally, social media facilitates professional connections, enabling participation in industry events and discussions. In summary, social

media plays a pivotal role in empowering Algerian women entrepreneurs, providing them with the support, motivation, and networking opportunities necessary for their success.

2.2.4 Empowerment and Support from Online Communities

-Social media empowers women entrepreneurs by creating a supportive and inspiring environment for sharing experiences and motivations.

-Virtual networks and community support play a vital role in empowering women entrepreneurs, providing connections, encouragement, and a sense of camaraderie.

- Social media serves as a source of inspiration, exposing women entrepreneurs to successful peers and challenging stereotypes in entrepreneurship.

-Trust and dedication are key in establishing reliable online businesses, shaping consumer behaviour towards e-commerce as a trusted shopping option.

In the context of Algerian women entrepreneurs, social media emerges as a powerful tool that empowers and supports them in their entrepreneurial journeys. By creating a nurturing and motivating environment, social media platforms enable women entrepreneurs to share their experiences, exchange ideas, and find inspiration from successful peers. Additionally, virtual networks and community support play a vital role in empowering women entrepreneurs by providing them with valuable connections, encouragement, and a sense of camaraderie. Through these platforms, women entrepreneurs challenge stereotypes in entrepreneurship and expand their horizons by connecting with diverse professionals. Moreover, trust and dedication are essential in establishing reliable online businesses, as they shape consumer needs and foster a preference for e-commerce as a trustworthy shopping option. Overall, social media serves as a catalyst for empowerment, inspiration, and growth among Algerian women entrepreneurs, fostering a supportive ecosystem that promotes their success and challenges conventional norms.

2.2.5 Changing Cultural Norms through Digital Entrepreneurship

- Social media challenges cultural mentalities and promotes positive attitudes towards online business and women entrepreneurship.

- Connections on social media foster collaboration, support, and empowerment, driving social norms transformation.

- Women increased confidence in using their identity on social media signifies growing empowerment and openness to share their success.
- The online presence inspires women to start entrepreneurial journeys and to contribute to Algeria's economic growth.

In the realm of Algerian women entrepreneurship, social media plays a transformative role in challenging cultural mentalities and promoting positive attitudes towards online business and women's entrepreneurial endeavors. By providing a platform for connections and interactions, social media fosters collaboration, support, and empowerment among women entrepreneurs, thereby contributing to the transformation of social norms. Furthermore, the increasing confidence displayed by women in using their identity on social media signifies a growing sense of empowerment and willingness to share their achievements and success stories. The online presence of women entrepreneurs not only serves as an inspiration for others but also plays a pivotal role in driving their own entrepreneurial journeys. In this way, social media acts as a catalyst for economic growth by encouraging more women to embark on entrepreneurial ventures and contribute to the advancement of Algeria's economy.

2.3 Discussion

The discussion section plays a crucial role in this research as it provides an opportunity to analyse and interpret the findings obtained from the previous analysis. In this section, I will explore the connections between the results and the research questions that guided this study. Furthermore, I will situate my findings within the existing body of knowledge. Through this discussion, I aim to offer a comprehensive understanding of the research topic and its significance, while also I will identify potential areas for further research and improvement.

2.3.1 Perceptions of Social Media as a Source of Support

Social media platforms are instrumental in various aspects of the interviewee's business. They serve as powerful tools for brand promotion, enabling the interviewee to reach a wider audience and increase brand visibility (Bizhanova, 2019). Additionally, social media provides a platform for competition, allowing the interviewee to stay updated on industry trends, monitor competitors, and adapt their strategies accordingly. Social media acts as a source of support and motivation, connecting the interviewee with like-minded individuals

and entrepreneurial communities, fostering collaboration and knowledge sharing. (Bizhanova, 2019)

My findings shed light on the significance of collaborations with influencers and active engagement within online communities. Collaborating with influencers can help amplify the interviewee's brand message, increase brand recognition, and reach a larger audience. By actively participating in online communities, the interviewee builds relationships with potential customers, gains valuable insights, and expands their business presence within their target market. These collaborations and engagements contribute to the growth and success of the interviewee's business.

Social media is a crucial element in the interviewee's business, contributing to brand promotion, competition, support, and motivation. Collaborations with influencers and engagement within online communities play a vital role in building brand recognition and expanding the business presence. Moreover, social media acts as a source of validation and motivation, reinforcing the interviewee's self-esteem and driving their continuous growth and success. These findings underscore the importance of social media in contemporary business environments and highlight its potential as a transformative tool for entrepreneurs.

2.3.2 Cultural Barriers and Mentality

The crucial role of social media in the interviewees' businesses serves as a powerful platform for promotion, allowing them to show their products or services, reach a larger audience, and engage with potential customers (Bahareh Ahmadinejad, 2017). Furthermore, social media provides a space for support and connections, enabling the entrepreneurs to build relationships with their audience, receive feedback, and provide customer service. By leveraging social media effectively, the interviewees have tapped into a valuable resource for business growth and success.

My findings led me to the fact that trust and credibility have played an essential role in the success of the interviewees' businesses. By prioritizing customer satisfaction, delivering high-quality products or services, and maintaining open and transparent communication, they have been able to establish trust with their clients. This trust has not only resulted in repeat business but also positive word-of-mouth referrals and an enhanced reputation in their respective industries.

The interviewees have faced and successfully overcome cultural barriers and mentalities. Through determination and resilience, they have defied social norms or stereotypes that may have hindered their progress as entrepreneurs. Their ability to challenge and break through these barriers demonstrates their strong entrepreneurial spirit and their commitment to pursuing their business goals despite external challenges.

2.3.3 Building Connections and Changing Perceptions

Social media serves as a powerful source of inspiration and motivation for women entrepreneurs (Victoria L. Crittenden a, 2019). My findings led me to the fact that social media creates an environment where women can learn from each other's achievements and experiences. This exposure fosters a sense of shared encouragement and motivation, empowering women to pursue their entrepreneurial goals with confidence. Active support and promotion: The findings suggest that women entrepreneurs actively support and promote each other's ventures on social media platforms. This collaborative approach creates a supportive community where women uplift and empower one another. Through sharing resources, advice, and experiences, they contribute to the growth and success of each other's businesses. The sense of community built on social media platforms helps women overcome challenges.

2.3.4 Empowerment and Support from Online Communities

The findings highlight how social media empowers women entrepreneurs by creating a supportive and inspiring environment (Rayati, 2023). Through social media platforms, women can share their experiences, motivations, and challenges, creating a sense of solidarity and encouragement. This environment motivates and uplifts women entrepreneurs, giving them the confidence and inspiration to pursue their entrepreneurial aims.

These results emphasize the crucial role of virtual networks and community support in empowering women entrepreneurs. These networks provide connections, advice, and encouragement, fostering a sense of camaraderie and collaboration. Women entrepreneurs can tap into these networks to seek guidance, share knowledge, and access resources, ultimately boosting their confidence and helping them overcome obstacles.

The findings suggest that social media serves as a powerful source of inspiration for women entrepreneurs. By exposing them to successful peers and role models, social media

challenges stereotypes and traditional notions of entrepreneurship. Women entrepreneurs can find inspiration in the achievements of others, breaking barriers and defying societal expectations.

Trust and dedication in online businesses: The findings highlight the importance of trust and dedication in establishing reliable online businesses. Women entrepreneurs who prioritize delivering quality products and services build trust with their customers, shaping consumer behaviour towards e-commerce as a trusted shopping option. This trust becomes a driving factor in the success and growth of their businesses.

In summary, the findings demonstrate that social media plays a crucial role in empowering women entrepreneurs by creating a supportive and inspiring environment. Virtual networks and community support provide essential connections and encouragement. Social media serves as a source of inspiration and challenges stereotypes in entrepreneurship. Building trust and dedication in online businesses shapes consumer behavior towards e-commerce as a trusted shopping option. These findings collectively contribute to the empowerment and success of women entrepreneurs.

2.3.5 Changing Cultural Norms through Digital Entrepreneurship

In this section I was able to dig deep in my interviewees to fill the gap I found earlier in the literature review which was the continuity of the previous results.

In an earlier passage in my review of literature I mentioned an article written by Halima Brahimi says that traditional beliefs have the potential to significantly influence women's entrepreneurship. In certain situations, cultural norms and values can serve as catalysts, promoting and empowering women's participation in business activities, thereby establishing a strong foundation for their success. However, in other contexts, traditional beliefs can act as barriers, imposing restrictions on women's opportunities and posing challenges to their entrepreneurial ambitions (Brahmi, 2019). I came up with a results that states that social media plays a significant role in reshaping social perceptions of female entrepreneurs. By manifesting their successes and expertise on these platforms, women entrepreneurs gain recognition and respect within their industries. This challenges traditional norms and stereotypes associated with women in business. Social media also provides opportunities for women to participate in industry events, discussions, and

collaborations, expanding their professional networks and further establishing their credibility.

Social media plays a transformative role in challenging cultural mentalities and promoting positive attitudes towards online business and women's entrepreneurial goals. By providing a platform for connections and interactions, social media fosters collaboration, support, and empowerment among women entrepreneurs, thereby contributing to the transformation of social norms. Furthermore, the increasing confidence displayed by women in using their identity on social media signifies a growing sense of empowerment and willingness to share their achievements and success stories. The online presence of women entrepreneurs not only serves as an inspiration for others but also plays a pivotal role in driving their own entrepreneurial journeys to a next level that we all are going to be positively influenced by.

CONCLUSION

In conclusion, this research has successfully addressed the problem of understanding how Algerian women entrepreneurs perceive social media platforms as valuable sources of support and motivation in their entrepreneurial careers. The objective of this study was to explore the transformative role of social media in empowering women entrepreneurs in Algeria and to shed light on their experiences and perspectives.

To achieve these objectives, a qualitative research methodology was employed, involving in-depth interviews and thematic analysis of the data. The research process involved a comprehensive understanding of the experiences of women entrepreneurs and the analysis of thematic elements to uncover the impact of social media on their entrepreneurial journeys.

The results of this study demonstrate that social media has indeed reshaped the social image and norms surrounding women entrepreneurs in Algeria. Through the active use of social media platforms, women entrepreneurs have been able to challenge traditional cultural barriers and redefine societal perceptions. By showcasing their work, sharing their stories, and engaging with their audience, they have effectively transformed the narrative around women's roles in business.

The contribution of this research lies in its exploration of the transformative potential of social media in empowering women entrepreneurs. By highlighting the positive impact of social media platforms, this study advocates for their continued support and utilization to create a more inclusive and vibrant entrepreneurial ecosystem. The findings emphasize the power of connections, inspiration, and collaboration facilitated by social media in driving societal change and individual empowerment.

While this research has provided valuable insights, it is important to acknowledge its limitations. The study focused specifically on Algerian women entrepreneurs and may not capture the experiences of women in other contexts. Additionally, the qualitative nature of the research limits the generalizability of the findings. Future research could explore a broader sample and employ quantitative methods to validate and expand upon the results obtained in this study.

Looking ahead, there are promising prospects for further research in this field. Exploring the long-term impact of social media on the success and sustainability of women entrepreneurs, examining the specific strategies and techniques employed on social media

platforms, and investigating the potential challenges and risks associated with social media use are all avenues for future exploration.

In conclusion, this research has contributed to our understanding of how social media platforms empower Algerian women entrepreneurs and reshape social norms. It has shed light on the significance of social media as a valuable source of support and motivation, enabling women to challenge societal expectations and redefine their entrepreneurial identities. The findings underscore the importance of recognizing and harnessing the transformative power of social media in creating an inclusive and supportive environment for women entrepreneurs.

By the end I am grateful that i reached my main aim out of this research which is to respond to my research question

How do Algerian women entrepreneurs perceive social media platforms as valuable sources of support and motivation in their entrepreneurial careers?

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ANNEXES

Interview guide

The questions of the interview have been divided into groups to facilitate conducting the thematic analysis.

Presentation and warm up

Thank you for your participation in this interview. My name is Khaldi Rawnek I am a student in the national higher school of management and I am investigating the impact of social media platforms on empowering Algerian women entrepreneurs for my master dissertation. Your insights will provide a valuable perspective for my research . All information provided will be kept confidential.

- Do you have any concerns or questions ?
- Can you tell me about your business and entrepreneurial journey briefly ?
- Was social media a part of this journey ?

Perceptions of Social Media as a Source of Support

- How would you characterize the role of social media in providing support for your entrepreneurial journey ?
- Could you provide examples of specific instances where you have received support from your social media networks ?

Cultural Barriers and Mentality:

- What specific cultural barriers or mentalities have you faced as an Algerian woman entrepreneur?
- How did you over come these barriers ?

Building Connections and Changing Perceptions

- How has social media allowed you to connect with individuals who hold different cultural perspectives or who may have initially held biases against women entrepreneurs?
- Have you witnessed any changes in perceptions or attitudes towards women entrepreneurs as a result of your social media presence?

Empowerment and Support from Online Communities

- How have online communities on social media platforms provided support and empowerment in overcoming cultural barriers and mentalities?
- Can you share any instances where you received encouragement or guidance from these online communities?

Changing Cultural Norms through Digital Entrepreneurship

- In what ways do you believe digital entrepreneurship and social media can contribute to shifting cultural norms and perceptions about women in business in Algeria ?
- Have you observed any changes in societal attitudes towards women entrepreneurs due to the influence of social media ?

Closing

- Is there anything else you would like to share about your experiences in using social media to overcome cultural barriers and mentalities as an Algerian woman entrepreneur ?