

## PROJECT DETAILS

Project Title:

**Building Capability among Female Entrepreneurs through Customized Innovative Training.**

Project Summary:

This research aims to explore network and relational approaches to training to move beyond traditional rational planning models in entrepreneurial education. It focuses on developing an innovative customized training program tailored to the unique needs of female entrepreneurs, fostering micro and small business entrepreneurship as a viable career option. By designing and piloting a customized training program, the study seeks to support and address specific challenges faced by female entrepreneurs. Potential impacts from the study include enhancing the sustainability of female-led micro and small businesses, promoting gender equality, and creating a more inclusive environment for women in entrepreneurship.

Preferred Applicant Skillset:

We are seeking a self-motivated PhD candidate with strong organisational, problem-solving, and research skills, and a passion for empowering women's economic independence. The candidate should have methodological expertise to design and conduct rigorous qualitative research using techniques such as interviews and focus groups. Effective written and verbal communication skills are essential and familiarity with NVIVO and/or Leximancer is preferred. The candidate should demonstrate a high degree of intellectual curiosity, adaptability, and resilience to manage the iterative and often non-linear nature of qualitative research. A commitment to ethical research practices is crucial to ensure that their work accurately represents and respects the voices and experiences of research participants.

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