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Safe Work Environment as a Driver for the Sustainability of Women's Entrepreneurship: An Empirical Study on the Impact of Occupational Safety Awareness on Women's Economic Empowerment in Emerging Sectors (*)

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Abstract

This study investigates the causal relationship between awareness of a Comprehensive Safe Working Environment (in its physical, psychological, legal, and digital dimensions) and the sustainability of women's entrepreneurship in emerging sectors. It is based on the premise that true economic empowerment cannot be achieved without securing the work environment, given the literature gap in connecting qualitative safety to growth.

The study adopted a quantitative descriptive-analytical methodology on a convenience sample of 100 female entrepreneurs (mostly educated, mature, and operating in the industrial and services sectors).

Results showed a significant positive impact of adherence to legal and digital safety on indicators of growth, stability, market trust, and psychological well-being, supporting safety's role as a strategic investment. However, the study revealed critical gaps threatening sustainability, including low awareness of Physical Safety (68% unaware of first aid) and a lack of Psychological Safety policies (46% absence of anti-bullying/harassment policies). Furthermore, a negative effect of economic empowerment in micro-enterprises on the entrepreneur's ability to achieve Work-Life Balance was confirmed. The study recommends integrating mandatory training on physical and psychological safety into empowerment programs to ensure project sustainability and the comprehensive well-being of the female entrepreneur.

Keywords: Women's Entrepreneurship, Project Sustainability, Economic Empowerment, Safe Working Environment, Psychological Safety, Physical Safety, Legal Safety, Digital Security, Work-Life Balance.

(*)The Paper was received on June 25, 2026, and accepted for publication on 25 September, 2026.