

Motivational Factors and Performance of Women Entrepreneurs in Somalia

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Abstract

This paper examines the impact of motivational factors on performance of women entrepreneurs, the objectives of this study is to examine the motivational factors of women entrepreneurs in Banadir region and to analyze the performance of women entrepreneurs. As sample of 125 women entrepreneurs involved small and medium enterprises, This study found that self recognition and economic necessities are the major factors that motivate Women entrepreneurs also this study revealed that the performance of Somali women owned business are somewhat low due to women perform their business in terms of independence and social recognition compared to men. The findings also showed that there is moderate correlation among motivational factors and performance of Women entrepreneurs in Banadir Region but the relationship is not high because of women are not motivated in terms financial performance.

Keywords: Motivational factors, women entrepreneurs, business performance SME in Banadir region, Somalia.

1. Introduction

The word entrepreneur came from in French Economics in early of 17th and 18th centuries. The concept of entrepreneurship has a close relation with general understanding of starting business. Entrepreneurship has been obtained a great transaction of focus over the past years considering the significant benefit realized by small and medium firms in overall development of national economy. (Gordon, 2000). Today, the greater flexibility or just being able to do things according to their own way has become the final motivation of women entrepreneurs (Bender,2000).

Entrepreneurship has entered women into main factors of economic development and turned them into world changers (Mansor, 2005). Until the late 1970s, the role of women entrepreneurs was seldom careful (Humbert et al., 2009). It was recognized that small and medium enterprises have been the major force in job creation, innovation and economic growth (Gordon, 2000). Furthermore, many of small and medium enterprises are women-owned or operated, but their businesses have also influenced in one way or another structure of all economies.

According to Das (2005), women enter business simply due to different reasons such as; they had time to do the business; they needed something to keep them busy; because their husband is into the same kind of business; or because they see it as an opportunity to start business in that line. Others women were enforced into business because; of their necessity for money either to expend their earnings or because they have a need for business, availability of certain resources such as time, finance, labor, or because they want to be independent and self sufficient.

Brunstein and Maier (2005), identified three factors that motivated women to become entrepreneurs these factors are chance, forced and created factors. Chance women entrepreneurs are those who begin a business with no clear objectives or plans.

Their businesses probably arrived from hobbies, special interests, involvement in family business. Forced women entrepreneurs are those who were forced to start their businesses by such conditions such as death of a husband, financial problems, with no assistant from anybody, lack of job, divorce. Created women entrepreneurs were categorized into programs and environmental motivated women entrepreneurs.

According to Roy and okafor (2012) founded that women entrepreneurs in south west Nigeria have weak entrepreneurs performance due to different aspects such as skills necessary to run their business for that reasons they recommended to go training and other capacity building programs so as to be equipped with required skills for running their business.

The prolonged civil war and insecurity following the collapse of the Somali state in 1991 have caused many women to enter into entrepreneurship and they have come out of the traditional boundaries of cooking, child bearing and serving within the family limits. From the role of dependence on father (childhood), husband and son (old age), they have taken up administrative and managerial roles and starting new businesses and became bread winners of families (Yassin, 2012). The purpose of this article is to examine the factors that motivate Somali women to become entrepreneurs and further explore the relationship between motivational factors and performance of women entrepreneurs for their small and medium enterprises.

This paper has two objectives; the main objective is to examine the motivational factors of women entrepreneurs in Banadir region and to analyze the relationship between motivational factors and women performance in Banadir region.

2. Motivational factors and Performance of firm performance

The number of women engaged in entrepreneurial activity is increasing gradually over the years. One study conducted in southeast region of Asia, which includes Indonesia, Malaysia, Philippines, Singapore and Thailand, found that 18-30 percent of self-employed workers are women (Licuanan,1992), in Somalia women now run 80% of petty trade and micro businesses, as well as running their own households(CRD, 2004). This section contains three main divisions which are motivational factors, performance of women entrepreneurs and conceptual framework.

The possible factors that influence entrepreneurial behavior are the individual, social and environmental factors. The Social Factors model examines the personal background, family background, stage of career, early life experiences and growth environment (Gibb, 1993). A study of twenty female entrepreneurs indicate that their major motivations to run a business were the need to achieve self fulfillments, the desire to be independent, the need for job satisfaction and economic necessity (Schwartz, 1976). Apart from that, desire to control, need for achievement, to improve the financial situation, desire to be independent and the need for job satisfaction are also some notable motivating factors (Scott, 1986).

According to Hirsch (1986) found that the factors motivated women entrepreneurs based on suffer from job frustrations when they were not allowed to perform at the level they were capable of in their work. Hence, women were driven to entrepreneurship because of the independence and sense of achievement which entrepreneurship offers.

Many scholars (Robinson (2001), Orhan & Scott, 2001, Moris et al., 2006 and Buaghn et al., 2006), divided motivational factors into pushing and pulling factors. Pushing factors are those factors or conditions that create the need for women to choose for entrepreneurs such as economic necessity as unemployment, family support, and also choose for entrepreneurs because of dissatisfaction of salary employment, divorce, boredom in their previous jobs and frustration (Orhan &scott, 2001) while , Pulling factors are those factors that create a better situation that women can start their own business such as independence, creativity, social status, economic status and flexibility, education and autonomy (Buaghn et al., 2006).

Performance has a multiple dimensional concepts, focus on the relationship between financial factors and non financial factors. Financial factors include sales growth; return on equity while non financial factors include strategic goals, customer satisfaction (Smith, 1976).

According to Carter and Allen (1997) viewed that the performance of women entrepreneurs have low quantitative performance (such as job creation, Sales turnover and profitability) compared to men entrepreneurs. Wolken and Robb (2002) found that women entrepreneurs are under performance compared to men in terms of sales turnover and firm size and men owned enterprises are twice as large as women owned enterprises.

Women entrepreneurs are seen to be heavily concentrated in few industries most notably are sales and service (Bates, 1995). Women are also seen to mainly occupy these service sector in terms of overall labor market concentration (Verheul et al.2004).

Performance measurement framework introduced Kaplan and Norton in 1992 is called balanced scorecard. Kaplan found that more than 1000 company adopted this measurement, and suggested companies instead of measuring anything; firms should measure those things that are directly related to the firm's strategy. Balanced score card is broken down into four sections, called perspective:

The financial perspective: address the strategy for development, profitability and risk from the share holders' perspective while The customer perspective: suggests the strategy for creating value to customers, attracting, retaining and differentiation from the perspectives of the customers. However the internal business process perspective: involves the strategic priorities for various business processes that create customer and shareholders satisfaction. The learning and growth perspective: this is the final perspective of balanced scorecard that addresses the strategies to create a climate that support organizational changes, innovation, survival and growth.

Motivational factors of women entrepreneurs in terms of pull factors such as independence and willingness to be free, economic status and social status. According to cartel et al. (2003) identified that independence and willingness to be free of any control or to become an entrepreneur is major factor that motivates women to become an entrepreneurs and these factors may contribute to the performance of female entrepreneurs and from this we generated the following hypothesis.

H1. There is significant relationship between the motivations to become entrepreneur and the performance of firms owned by Somali women.

3. Methodology

3.1 Research Design and sample

This article employed descriptive and correlation designs. Descriptive studies are non-experimental researches that describe the characteristics of a particular individual, or of a group. It deals with the relationship between variables and development of generalizations and use of theories that have universal validity.

The target population included a total of **200** of women enterprises working in Banadir, Somalia. The researchers selected **125** women entrepreneurs basing on their long time period of existence in the business and rapid developments in business. A questionnaire was used to collect and analyze data.

3.2 measurements of variables

In the following sub sections, the measurements of the variables used in this study are discussed in detail.

3.2.1: Motivational Factors as Independent variable:

According to Schwartz, (1976) made observation of twenty female women entrepreneurs that their major motivation to run own business were pulling factors such as the need for achievement, the desire to be independent, the need for job satisfaction, improve financial situation of the family, to be an own boss. Sexton (1980) found that objectives in the business ownership were same in the need for achievement and independence but differ in terms of economic necessity and self recognition. The 'push' factors originate from Maslow's hierarchy of needs (Mayo & Jarvis, 1981) and described as motivational factors those compelled women entrepreneurs to create their own business such as dissatisfaction of their previous factor, less job salary and divorce.

Questionnaire as instrument for data collection was selected because it can help the respondents to be on the target and more concise in responding to the questions. Structured questionnaire was chosen developed by Ali Shah, Fakhr, Ahmed and Zaman (2010) motivational factors and questions of balanced scorecard developed by Dabbas (2012). The questions were structured into two parts, Motivational factors and performance. The respondents were required to select from a five point likert scale.

3.2.2: Firm Performance as Dependent variable:

In this study the researchers measure the performance of Somali women entrepreneurs according scale developed by Norton and Kaplan (1992) balanced scorecard presents four different perspectives: Financial, customer, internal business process and learning and growth.

3.3: Data analysis techniques

The collected data were transferred into Statistical package for social sciences (SPSS) software (version 16.0). Several statistical tools were employed in analyzing the results, including descriptive statistics such frequencies, mean, standard deviation, and percentages, and Bivariate correlation, and regression analysis.

3.4: Reliability of the study measures:

Before proceeding to further analysis, the reliability test was conducted by using Cronbach's Alpha, The total reliability of this study scales was the cronbach's Alpha 0.712 which is a positive and acceptable number, Table 1 indicates that motivational factors has obtained .714 while performance of women entrepreneurs has .769. All of the variables obtained satisfactory level of reliability.

4. Findings and Discussions

This paper investigated the motivational factors and performance of women entrepreneurs in Banadir region. The data analysis and interpretation was based on research questions as well as research objectives. The researchers distributed 125 questionnaires fortunately received complete. There is no lost and false questionnaire. The presentation is divided three parts; the first part presented the profile of respondent, the second part presented descriptive findings of the variables while the third and last presented the findings of correlation and hypothesis test..

4.1: Profile of respondents

We looked the profile of the respondents in terms of Age, marital status, education and experience and also the business profile in terms of business type, nature of the business, business size and business firm.

According to the Table2 , Ages of the respondents, majority of them were in between the ages of 25-35 years (42.4%) while other respondents are above 36 years (37.6%) respectively. The rest are above 46 (20%). The majority or 74 (59.2%) of the respondents are married. And most of women entrepreneurs had secondary certificate 53 (42.4%). Experiences of the respondents, majority of them are in between 1-5 years experience presented by 58 (46.4%) of the respondents. Nature of the business, 84 (67.2%) are traders therefore most of women business in Banadir are small traders. Most of businesses are sole proprietorship 74 or (59.2%). Greater women entrepreneurs had not attend training programs toward their business, most of them 94 or (75.2%) did not participate training programs. Greater number of women business are small size which 91 (72.8%) of the sample. The age of women based business are in between 4-6 years 58 or (46.4%) of the respondents.

4.2: Motivational factors of women entrepreneurs in Somalia

As table 3 explains, the motivational factors are selected 6 factors to analyze after the collection of the data and result revealed that factors like I have enjoyed less work load (Life -work balance) are rated 2.15% and 0.764. Lack of recognition of my work is ranked least 2.37 and .641. I have job security and good salary was scored high mean 2.39 and standard deviation 0.870. Well reputation in My society and my family were perceived a high mean 2.43 and 0.940 standard deviation. Because of I have less salary in my previous work are ranked a high mean 2.46 and 0.892 standard deviation. I have create my business because of there is no fairness or justice in the organization were scored 2.50 which indicates a high mean and 0.822 standard deviation. Because of My job make me too tired to enjoy my family life were perceived a average mean 2.58 and 0.791 standard deviation which indicates that their jobs are not tired nor relax. Career advancement and promotion were rated 2.59 and 0.899 standard deviation. Because of I lost my husband and get widow were ranked average mean 2.65 and 0.959 standard deviation. This result revealed that most women entrepreneurs are not started their business only death of their husbands but also social and economic contribution. I feel more freedom and autonomy were rated a average mean 2.70 and standard deviation 0.751. This result drops the concept of self owed business are relax and freedom, this result do not mean that lack of freedom but any business has its busy. Because of previous work is not according my social status were ranked low mean 3.01 and standard deviation .981. This result showed that leaving previous jobs not very poor. The cumulative mean of motivational factors of Women entrepreneurs was 2.48 and standard deviation 0.678. This result showed that most Somali Women entrepreneurs are highly motivated to their own business in terms of social recognition and life balance.

4.3: Performance of Somali Women Entrepreneurs

Table 4 explains, the performance of Somali Women entrepreneurs to analyze after the collection of the data and result revealed that factors like The company database is contains sufficient information about the customers were scored a high mean 2.02% and 0.934. From the main objective of the enterprise is increasing market share were ranked a high mean 2.23 and standard deviation 0.737. Increasing the profitability of the target the company seeks to achieve was scored a high mean 2.27 and standard deviation 0.839. The company provides its service in the light of achieving the customers' needs and desire were perceived a high mean 2.28 and standard deviation 0.840. The company aware the customer about his product through the various promotion methods such as Advertisement was ranked a high mean 2.28 and 0.782 standard deviation. The business use financial instrument as a tool for measuring performance and correcting future performance were scored 2.46 which indicates a high mean and 0.881 standard deviation. There is sufficient financial capacity in the company to shift large enterprise were perceived a average mean 2.62 and 0.982 standard deviation which indicates that their financial reserve are not able to enlarge their business but they have some money to continue their business operations. The company use financial Indicator to measure efficiency and effectiveness were rated a average mean 2.64 and 0.753 standard deviation. Our company uses training and awareness as security strategy to promote proactiveness in preventing unnecessary human error were ranked a low mean 3.51 and 0.782 standard deviation. This result revealed that most women owned businesses have not attended training programs. The overall mean of performance factor was 2.41 and 0.616 standard deviation. This result indicates that the performance of women enterprise is somehow high.

4.4: Relationship between Motivation of women to become entrepreneur and their firm performance

Table 5 shows the results of correlation analysis of the relationship among factors that motivated female to enter into entrepreneurship and their business performance. Hence, Motivational factors has a significant moderate relationship with business performance ($r=0.338$; $P= 0.005$) thus, our hypothesis indicated that there is significant relationship between the motivations to become entrepreneur and the performance of firms owned by Somali women was supported.

5. Discussion

The current study set out to examine the relationships among motivational factors and performance of Somali Women entrepreneurs, and to determine the predictive power. All the hypothesized relationships between motivation and performance were supported. The most important factors that motivate Women entrepreneurs are the self recognition from society and financial situation of their families in addition the performance of women entrepreneurs are somehow average with aspects of training programs and capacity building and also less financial reserve for future performance and financial indicators which points out the current performance and future performance. The findings also revealed that there is moderate correlation between motivational factors and business performance of Women entrepreneurs in Banadir region. The studies of Muriel Orhan, Don Scott, (2001) and Fischer, Reuber, and Dyke (1993); have shown similar finding that most motivational factors that motivate women are self recognition and gaining acceptance from other people and financial incentives. The result supported previous research, Buttner and Moore (1997) and Lerner et al. (1995) which shown that women entrepreneurs are low quantities performance such as sales turnover and profitability compared to men. Schwartz,

(1976) study on twenty female entrepreneurs observed that their major motivations to start a business were the need to achieve, the desire to be independent, the need for job satisfaction and economic necessity. In addition to that desire to control, need for achievement, to improve the financial situation, desire to be independent and the need for job satisfaction are also some notable motivating factors (Scott, 1986).

6. Conclusion

This study seeks to find out the demographics information of Somali women entrepreneurs and the relationship between motivational factors and performance of women entrepreneurs. The findings of the study revealed that majority Somali women entrepreneurs are married and have a secondary certificate while most of them did not participate training programs therefore the researchers recommended to go training and other capacity building programs so as to be equipped with required skills for running their business.; furthermore most women owned business are small trade and personal owned business. The findings also showed that most motivational factors are self recognition and economic development while the performance of women somewhat low because of most women did not make business for growth and profitability. Lastly this study discovered that there is moderate correlation among motivational factors and performance of Women entrepreneurs and research hypothesis was confirmed by using multiple regressions.

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Table 1: Reliability Test

NO.	VARIABLE	N	Items	CRONBACH'S ALPHA
1.	Motivational factors	200	11	.714
2.	Performance of women entrepreneurs	200	9	.769

Table 2: Profile of the respondents

Characteristics	Classification	Frequency	Percentage
Age	25-35	97	48.5
	36-45	82	41.0
	46-Above	21	10.5
Marital Status	Single	58	28.9
	Married	112	56.2
	Divorced	30	14.9
Educational Background	Secondary	28	13.9
	Diploma	38	18.9
	Bachelor	92	45.8
	Master	35	17.4
	PhD	8	4.0
Ownership	Owner	106	73.6
	Employee	49	24.4
Experience	1-5 Years	65	32.2
	6-10 Years	81	40.3
	11-Above years	55	27.4
	Micro(1-10 Employees)	79	39.3
Company Size	Small (11--49 employees)	62	30.8
	medium (50+ employees)	59	24.4
	Employees)		
Company Age	Less than 3 Years	31	15.5
	4-6 Years	63	31.5
	7-10 Years	106	53

Table 3: Descriptive analysis on Motivational Factors of women Entrepreneurs

No	Motivational factors	Mean	Std. Deviation	Interpretation	Rank
1	I have enjoyed less work load (life -work balance)	2.15	.764	Good	1
2	lack of recognition of my work	2.37	.641	Good	2
3	I have job security and good salary	2.39	.870	Good	3
4	Well reputation in My society and my family	2.43	.940	Good	4
5	Because of I have less salary in my previous work	2.46	.892	Good	5
6	I have create my business because of there is no fairness or justice in the organization	2.50	.822	Good	6
7	Because of My job make me too tired to enjoy my family life	2.58	.791	Fair	7
8	Career advancement and promotion	2.59	.899	Fair	8
9	Because of I lost my husband and get widow	2.66	.959	Fair	9
10	I feel more freedom and autonomy	2.70	.751	Fair	10
11	Because of previous work is not according my social status	3.01	.918	Low	
	Overall Mean	2.48	.678	Good	

Table 4: Descriptive analysis on Performance of Somali Women Entrepreneurs

NO	Performance	Mean	Std. Deviation	Interpretation	Rank
1	The company database is contains sufficient information about the customers	2.02	.932	Good	1
2	From the main objective of the enterprise is increasing market share	2.23	.737	Good	2
3	Increasing the profitability of the target the company seeks to achieve	2.27	.839	Good	3
4	The company provide its service in the light of achieving the customers' needs and desire	2.28	.840	Good	4
5	The company aware the customer about his product through the various promotion methods such as Advertisement	2.28	.782	Good	5
6	The business Use financial instrument as a tool for measuring performance and correcting future performance	2.46	.881	Good	6
7	There is sufficient financial capacity in the company to shift large enterprise	2.62	.962	Fair	7
8	The company use financial Indicator to measure efficiency and effectiveness	2.64	.753	Fair	8
9	Our company uses training and awareness as security strategy to promote pro-activeness in preventing unnecessary human error	3.51	.782	Low	9
	Overall Mean	2.41	.616	Good	

Table 5: Correlation between Motivation of women entrepreneurs and their firm performance

		Motivation	Performance
Motivation	Pearson Correlation	1	.338(**)
	Sig. (2-tailed)		.000
	N	125	125
Performance	Pearson Correlation	.338(**)	1
	Sig. (2-tailed)	.000	
	N	125	125

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