

Empowering Young Women in Rural Entrepreneurship: Policy Recommendations for Lithuania

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Lithuania has a friendly climate for women's enterprise, and women have good chances of actively participating in economic development (Rugina, 2019). However, in the stages of the entrepreneurial process, women face many challenges. Talent may be discouraged, isolation and distance to markets may limit business opportunities especially for rural areas and opportunities to build business expertise may be insufficient or difficult to implement (Bastida, 2021). Also, women in rural areas face challenges due to family life obligations, which limit their possibilities to seek professional careers and business development (Gedvilienė & Tūtlys, 2016). In this regard, the study aimed to understand the needs and challenges faced by Lithuanian young women. The research data was collected through eight focus group interviews with 40 Lithuanian women (aged between 18 to 30 years old) and five youth workers involved in moderating the focus group sessions. The study advocates for the creation of policies that create supportive environments, bridging the digital gap, and promote gender mainstreaming, ultimately enhancing the role of women in the rural areas and demonstrating a progressive landscape for women entrepreneurship in Lithuania.

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